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-here's power



A SYSTEM OF
UNDERSTANDING



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HERE'S POWER

*The fault, dear Brutus, is not in our stars,
But in ourselves, that we are underlings.*

Here's Power

PRACTICAL PHYSIOGNOMY

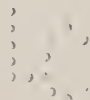
By

HARLAN E. TARBELL

and

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*Based on the
Metaphor System
of Colors, Numbers and Languages
(Harry Daniels)*



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Here's Power

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PREFACE



HIS book has been written in answer to the avalanche of requests that have come to the authors for a simplified, practical guide to the reading of character as written on the face of man. While the number of principles discussed is necessarily limited, yet there are essentials particularly welcomed by students who are tired of running around in circles blindfolded, experimenting in the darkness, sometimes for years, to obtain knowledge that can be revealed by the light of science in a few moments. ✓

One of the most important things in the world is a true knowledge of humans as individuals for they are all around us. Besides, we are humans ourselves and no two humans are alike. Individuals vary in their ways of thinking, in their actions and in their ways of doing things. They hold different opinions, likes and dislikes. That which forms happiness for one may mean sorrow for another, or what may be of absorbing interest to one man may be an utter bore to his neighbor. Man's characteristics are as dissimilar as are those of tigers, rabbits, ostriches, cows and sheep.

Few people know themselves, let alone understanding folks around them. The majority of husbands, wives, fathers, mothers, children, sisters, brothers, relations and friends are really strangers to one

another, as far as true understanding goes. Is it any wonder that inharmony is so frequent?

In the understanding of humans as individuals lies great power for you, whether you are a merchant prince, business man, salesman, scientist, philosopher, artist, actor, writer, director, doctor, lawyer, judge, teacher, farmer, butcher, baker, or candlestick maker. Whether you live on the mountain top or in the valley, in a hovel or in a palace, in the city or in the country, in a Pullman car or in a caboose, you can make life happier, richer and fuller by knowing character.

Character analysis gives you a force, a potent weapon of achievement, a power to get action—to make things happen. You can more readily adapt yourself to environment, extend your personality, your influence, your will and your wishes.

Reading character is an old custom dating far back into the ages, but scientific physiognomy is new. People at large imagine the interpretation of character to be a mysterious art, associating it with Gypsies, Hindoo mind readers, clairvoyants, fortune tellers, Ouija boards, and street fakirs.

To-day science enters the field and establishes a system of understanding that is welcomed and appreciated by the keen minds of substantial men and women. Character reading that produces results is not guesswork. The know-how is no longer shrouded in darkness. It is not a vague secret or an impressionistic guess. Written on the face of every man is a history of the events that have taken place in his life. The relative development of every brain

function and faculty stands out like a signboard.

You can read man's character not only as he has been building it through the years but you can detect at a glance the recent changes, and even his likes and dislikes as they exist at the very moment. You can read man without his knowledge. Such a science affords vast mental protection and defense.

The most substantial foundation the authors have yet found in their years of research to determine the mental power of the human individual is the Metaphor System of Colors, Numbers and Languages, designed by the eminent scientist, Harry Daniels, and classified in the scientific department of the U. S. Government. **HERE'S POWER** is based on the fundamentals of this great system.

FUNDAMENTALS

An understanding of Colors, Numbers and Languages as embodied in the Metaphor System is essential to the expert character analyst who cares to go beneath the surface. It is through these media that the Metaphor System, on whose principles this book is based, has reached its mighty power of life interpretation.

In order to properly judge a man it is necessary to know his whole mental make-up, of what it is constructed, and the characteristics involved. Since everything in nature is constructed according to natural law, there is nothing hit-or-miss. Nothing happens without a definite reason. Knowledge of the laws and characteristics of human construction affords a standard for the analyst in estimating the mentality of man.

To get down to the rock bottom of human construction it is necessary to study vibration. Everything in life expresses itself by vibration. These vibrations are as different as the objects themselves. To the beginner the intricacy of vibration presents a mass of entanglement; but to the experienced analyst the complication becomes simplified by reducing the complex to the simple. In spite of the fact that every individuality has its own respective complex vibration, yet as each individuality is made up of definite proportions of simple things, just so can the intricate vibration of the individuality be dissected into its simple vibrations. A few simple vibrations, through change in their proportion, can make an endless number of complex individualities.

As the finer vibrations in life cannot be detected as such for practical physiognomy, it is necessary

to find the effects associated with them. Analysis shows that each vibration has a definite color; a certain wave length or number; a specific expression or language; and each vibration seeks to express itself in form peculiar to itself. A knowledge of the various characteristics enables one to readily distinguish one vibration from the other. By seeing a certain form, one can quickly check up and find the colors, numbers or languages used in the make-up. In the study of physiognomy the most practical approach for the average student is through a knowledge of form and its relative development. But for reasoning and for expressional purposes it is well to work in terms of colors, numbers or languages.

From the standpoint of colors the fundamental vibrations are easily seen by separating the sunlight into its color spectrum, producing violet, blue, green, yellow and red. A study of color from the color cycle shows the addition of magenta between violet and red. Each of these colors has a definite vibration with characteristics peculiar to itself. In the study of life creation and growth one observes that material life is born from the spiritual field of blue. In the process of birth the blue ray becomes violet. Noticing still farther, one sees the coming of red and green, and the uniting of the two to form yellow. The morning sunrise tells an interesting story of color.

In simplifying physiognomy the colors blue, violet and magenta are not used, since they are but stepping stones to the birth and continuity of red, green and yellow. The latter three, expressing themselves as the great trinity of material life, affords the basis for practical character reading.

There are two great fields in life, the unknown and the known. This system for practical purposes

draws a line between them and deals with the known and with those things which can be proven by material means. Therefore it assigns blue, violet and magenta to the metaphysical triangle which supports the physical. The physical triangle of red, green and yellow, alone is dealt with in this book.

In analyzing these three colors we find that a red and a green light focused on the same spot form yellow. Fundamentally, then, the triangle is completed as the result of a third side—yellow being born from the combination of red and green, representative of the male and female powers at work in reproduction. Red and green form a duality that is necessary for life expression, and were it not for this dual expression life would be without its variety of forms or contrasts. Opposing characteristics of the dual laws are: positive and negative, repulsion and attraction, electricity and magnetism, tension and relaxation, acids and alkalis, cold and heat, hardness and softness, and so on. Wherever green and red unite, a third power always comes into being. Green and red stand as dual powers separately, but when united the trinity of color asserts itself. The loss of one color means dissolution of the other two. This fact has vital significance in life building, whether from a health, business, social or educational standpoint.

The illustration on the next page shows man as represented by the triangle of life, with Red (3) at the base, Green (2) perpendicular to it and Yellow (1) the hypotenuse.



MEANINGS OF THE COLORS

RED (3, Vitality) represents construction or the primal energy of life. It is the vitality, the nutrition, the warmth, the blood stream of life. It feeds and supplies the needs of force (green) and intelligence (yellow). It is magnetic. It has static power. It causes structures to become circular or rounded and seeks to expand them.

GREEN (2, Will) represents contraction, structure building, tension, force, power, action, activity, protection. It is the universal battery. It has kinetic power. It is cooling. No matter how much vitality and blood a man might have it would be of no use unless applied to structure. Green causes structures to become square or angular and seeks to solidify them through the power of contraction.

YELLOW (1, Intellect) represents evolution, mind and intelligence. It is the light that illuminates for understanding. It is the guide, the interpreter, the planner, the arranger. Red gives the blood supply, green makes the structures, but yellow determines

arrangement of the structure and their intelligence of activity. Utilizing a locomotive as a comparison; red represents the coal and fire in the engine, green the steam and structure of the engine, and yellow gives the power of guidance and intelligence of usage through the design and plan of the engine. Yellow puts quality, refinement, and intelligent operation in structure and seeks to beautify.

All that man has been, is, or ever will be depends on life (red), action (green), and intelligence (yellow) born of the experience of life in action. Balance between the three colors brings harmony, health, power and happiness. A lack of balance or impairment results in disharmony, sickness, weakness and unhappiness. If life is not all that you want it to be, study carefully, after you have read this book, in which color vibration you are deficient, then develop it. No two beings require exactly the same proportions of color vibration. Each has individual needs. What would be too much for one would be insufficient for another. Each of us has a triangle of different proportions. But each of us must keep within a certain proportion or depend on someone from the outside to supply the deficiency. Depending on external help weakens the power to stand alone.

Around the triangle of man is his circle of environment. Every individual stands in the center of his own particular environment or universe, and can be conscious only of such things as are within his horizon. All his calculations, measurements and estimates of past, present, and future are made upon the things within that circle, and they are made from the center of the circle; because man is necessarily at the center always of his individual environment. Since no two individuals are identical, no two circles can

have a common center. This eternal fact has given rise to the truism "There is more than one side to every question." It means simply that no two individuals can have identical viewpoints.

The circle of the diagram is the world that man lives in—that is to say, as much of the world as he is conscious of; his environment. It is this environment that supplies man with everything that he needs to sustain his triangle of vitality, will and intellect.

Each man's standards are governed according to the proportions of his triangle of life. Man in evolution measures the past, calculates the present and estimates the future. He is the scale of evolution. Since he measures, calculates and estimates according to the proportions of his triangle of life, we may say that the triangle represents the scale of evolution.

Language need not be discussed, as the names of the various divisions and their characteristics, as described in the book, are told in language.

Numbers will be dealt with a little farther on.



CHARACTER UNFOLDMENT

In studying character it is important to bear in mind always the great differences between the mental powers of infancy, childhood, early adulthood and maturity. Ripened character grows from the experience of years and does not come over night.

When baby is born into the world he has a blank mind, whose every impression will be a result of personal experience, and his character will depend upon his environment just as the nature of a phonograph record depends upon the sound waves to which it is subjected.

True, he inherits potentialities in the brain—functions, faculties and subfaculties that come from his ancestors—but all he will really know of the world about him will be gained through personal experience, and his inherited potentialities will flourish and ripen, or wither and die, according to his future environment.

Just as environment moulds the development of inherited tendencies, so does heredity modify a person's reaction to a given environment. Frighten a lion and he will respond like a lion. Frighten a sheep and he will react in the manner of a sheep.

So we see that heredity and environment both play their parts in the unfolding of character. Each will influence the other, and neither is all-powerful. There are as many variations as there are people in the world. No two characters develop in just the same way or at just the same speed. The relative development arising from the relationship of environment and heredity should be duly noted before passing judgment in character analysis.

Age in years may mean much or it may mean little. A man of forty may have less maturity of character than another of twenty. Some people never grow up mentally, while others are surprisingly mature at adolescence. The former remain throughout life dependent on the thoughts, guidance and protection of others.

Necessity is what brings out the best in man. The need for solving the mysteries and overcoming the obstacles of life tends to make a rich, well developed mentality. Responsibility evokes our highest qualities. It is every man's duty to make himself a master by assuming responsibility.

The child who is allowed always to sleep on a bed

of rose petals, who is surrounded by every comfort and indulgence that money can buy, who is pampered and catered to instead of being required to earn what he gets, is cruelly handicapped by his well-meaning parents, for he comes to rely entirely on fortunate circumstances and not on himself. Life looks so easy for him. But he has power only as long as others will respond. Caught in an emergency where he can save himself only by independent thought and action, he is lost.

In infancy and early childhood we were interested chiefly in getting enough to eat and drink, in having plenty of sleep, and in amusement and play. We let our parents assume the responsibilities of protection. Our future life was a fairyland of glittering possibilities. Our imagination had free reign, and nothing seemed impossible.

But for most of us there came a time when stubborn facts stared us in the face. We ran against stone walls wherein there were no hidden doors that yielded to magic words. We found that the walls of real life had to be surmounted or battered down if we were to get past the barriers. So, if we were wise, we began to prepare ourselves for the fight. If we were not we either yelled for help or else sat down and wept.

When man realizes that outside aid is not always dependable and that he must rely primarily on his own resources if he is going to succeed, he begins to profit by experience. He begins to defend himself and to act according to his knowledge of realities. He has been misled by second-hand information. Now he wants facts. He looks for a solid foundation on which to place his feet.

Caution becomes one of his great defenses. He

used to believe in everything and everybody, but his so-called authorities have led him astray so often that now his middle name is Doubting Thomas. He looks on the dark side of things, and he believes that nothing is good until its virtue is abundantly proven in a tangible way. He demands material proof of everything.

In his impressionable days he judged by appearances and he followed the crowd. But now he has learned to look beneath the top layer in the barrel, and experience has taught him that every crowd has its pickpockets. Having been disillusionized himself, he becomes indifferent to the opinions of others, and realizes that for his own protection his greatest need is power.

But now, after having withdrawn into his shell for a time, it dawns upon him that he has not solved the great mystery of life. He is avoiding the bad but he is missing the good. So he starts reasoning, seeking the whys and the wherefores. He becomes a self-investigator in search for the truth. It is at this point that he discovers that nothing is wholly good or wholly bad. So he begins sifting the wheat from the chaff in order to use that which is worth while and discard that which is not.

Here we have the evolutionist. He has become the creator, the planner, the inventor, the reconstructionist, who abandons the old as fast as he can devise something better to take its place. He finds that his ideals are growing steadily higher. But no matter how fast he climbs, his ideals are still beyond his reach. He is striving for perfection. He realizes that there is something higher than physical comfort or the power of force. It is wisdom.

Every past experience has been a stepping stone

to truth. And as he grows in wisdom he grows in humility. For the more he learns, the more he realizes the infinity of what is still to be learned. The narrower that a man's circle of vision is, the greater he thinks himself. As the circle widens the perspective changes. This man's vision has become so broad that he sees himself as only a tiny atom in God's great cosmic plan. He is getting close to the answer of life's riddle. He is on the threshold of true greatness.

He has worshipped in turn at the altars of love, force and wisdom as he climbed the mountain of life. Now he is near the topmost crest, and he turns and looks back on the valley below, where most of his erstwhile companions are still judging by appearances and following the crowd; where some are ruling by force, and where a few are still striving for knowledge.

Suddenly he hears a wild cry for help from the multitudes in the valley below, who are caught in a crisis which they cannot understand and from which they see no escape. They need a leader, and there is none amongst them who can lead. From the high position that he has obtained he sees in a flash what needs to be done. He jumps into the emergency and does it, leading the multitude with the combined love, force and wisdom of a master.

The great men of history did not just "happen." Every one of them had lived, learned and suffered. Every one went through, in one manner or another, the stages just described, so that he was prepared when the emergency arose. There is no other road to mastership.

When you have acquired a working knowledge of the contents of this book, turn back and read this

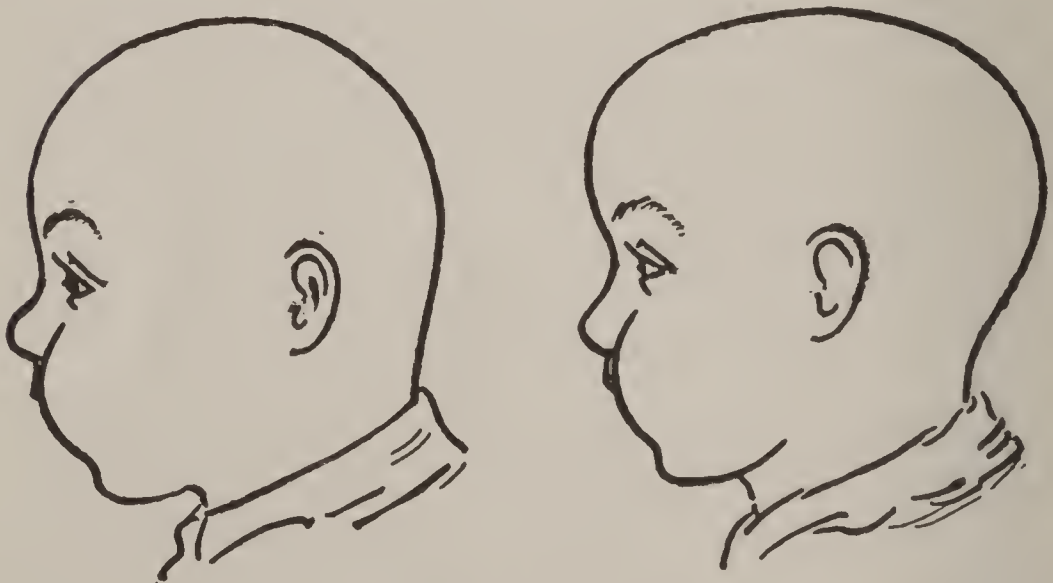
chapter again. It will have a new and deeper significance.

First he didn't know, and he didn't know that he didn't know.

Then he didn't know, but he knew that he didn't know.

Later he knew, but he didn't know that he knew.

At last he knew, and he knew that he knew.



ROUND HEADS AND LONG HEADS

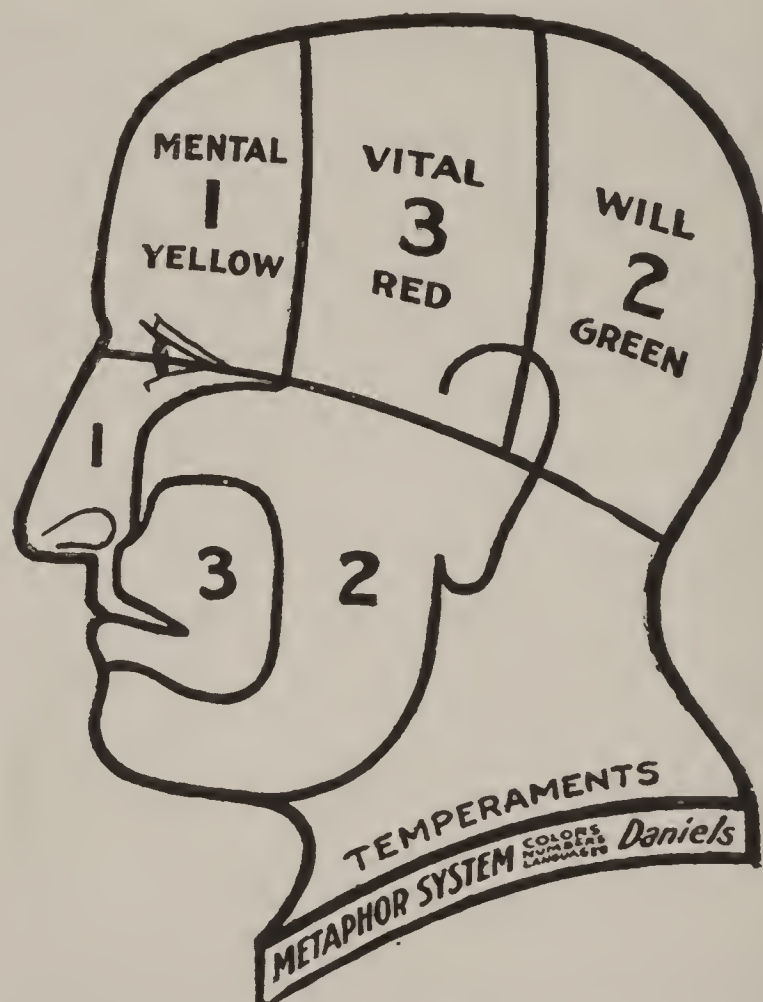
There are two distinctive types of heads, round heads and long heads, being the result of the red and green vibrations. The round head is wide from ear to ear and about the same distance from front to back. This is typical of the red vibration in its power to build circular. The round head has as its base vital energy.

The long head is narrow between the ears and long from the front to the back of the head. This is typical of the green vibration in building long, square, rectangular and angular shapes. The long head has as its basis physical activity.

In the study and handling of infants or very young children the differentiation is very valuable and not hard to detect. On the round head the ears are located toward the back of the head, while on the long head the ears are located much farther forward.

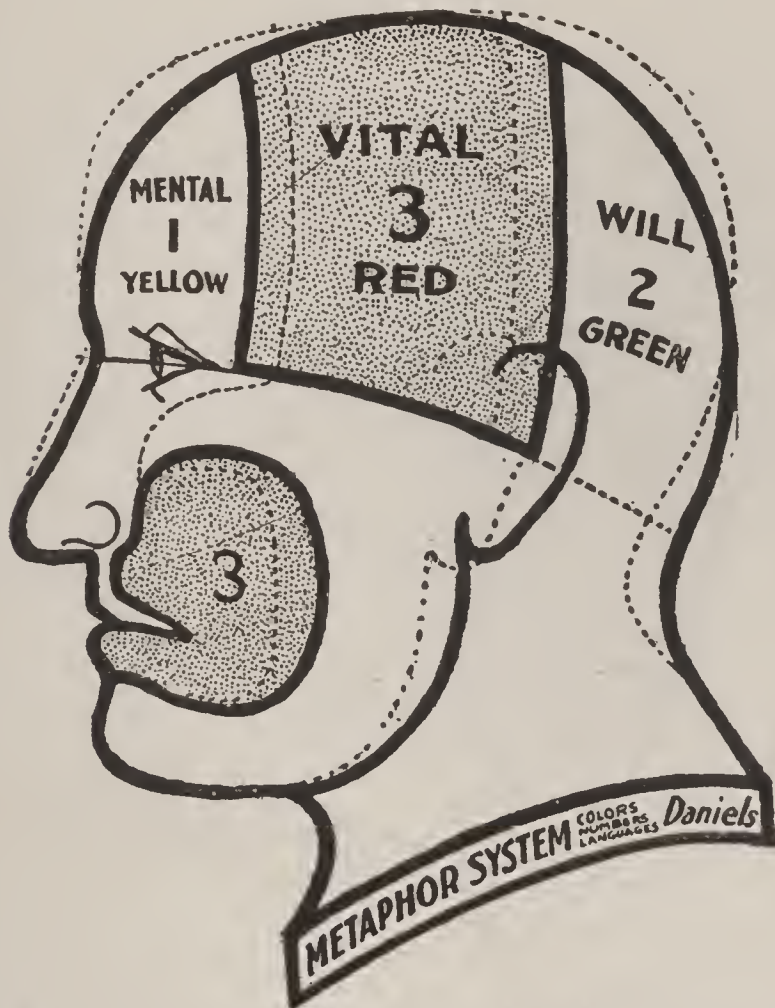
The round head baby is usually the happy self satisfied baby who cries only because of hunger or physical discomfort. His digestion is good, he sleeps well and is considered a "good" baby. He tends to talk early and when very young he recites and asks many questions. He is easily managed by appealing to the affections.

The long headed baby spends most of his time in mischief. If the parents are not on their guard he is the "boss" of the family. Give him an inch and he takes a mile. He likes activity and exercise better than sleep. Things that are in motion appeal to him. He usually walks early and is "into everything." Mother sets him in the parlor and a moment later he is in the dining room taking the china out of the closet, or in the kitchen emptying the flour bin. To keep baby contented, keep him exercised, give him things to play with that have motion. Keep him busy. Set him at the window so he can see the carriages, automobiles, people and so forth, going by. He is interested in "choo-choos" and "tick-tocks." He breaks up his toys trying to find out what makes them move or what is inside of them. Parents should take care to correct any of his bad habits, by force if necessary. When he gets to be older he should be given responsibility, as responsibility calls out the best in him.



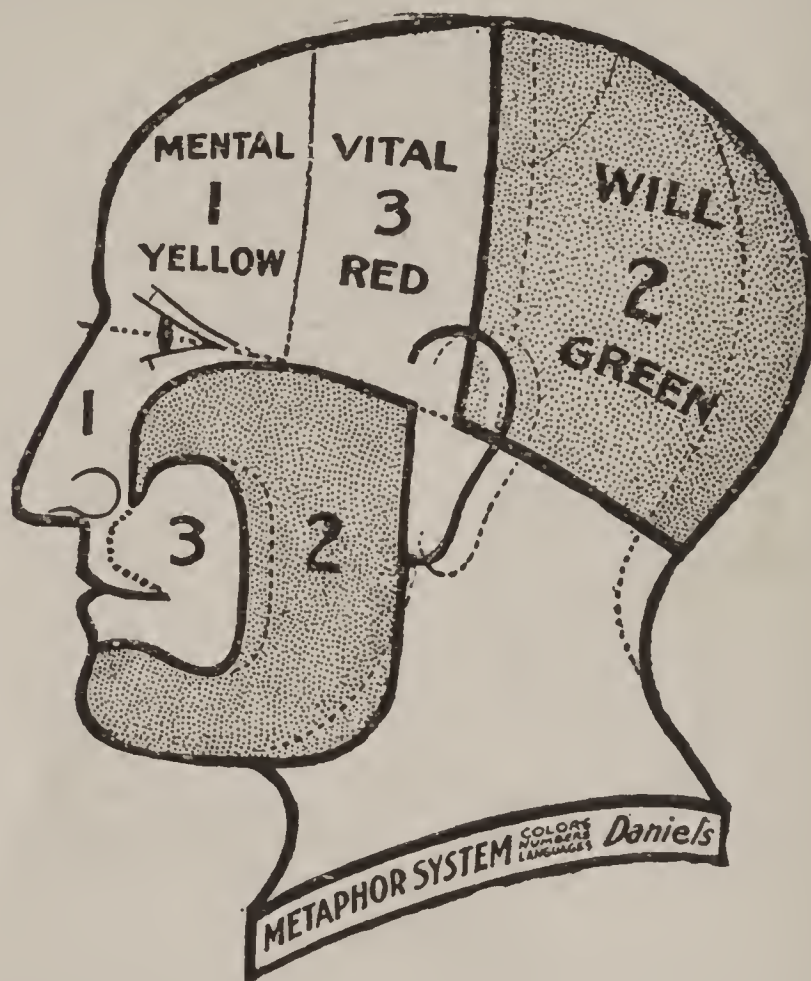
THE THREE TEMPERAMENTS

This illustration shows the location of the three temperaments and their relation to each other. The temperaments are a system of measurement used to determine the predominating nature of the mentality of the *round headed* man. The temperament covering the greatest area is the dominant one. The Mental Temperament occupies the region covered by the frontal bone. The Vital Temperament extends from the frontal bone back to a line determined by the junction of the back of the ear with the head. The Will Temperament is located in the region back of the Vital area. The head development determines largely hereditary potentialities. Man's reaction to environment is read on the face.



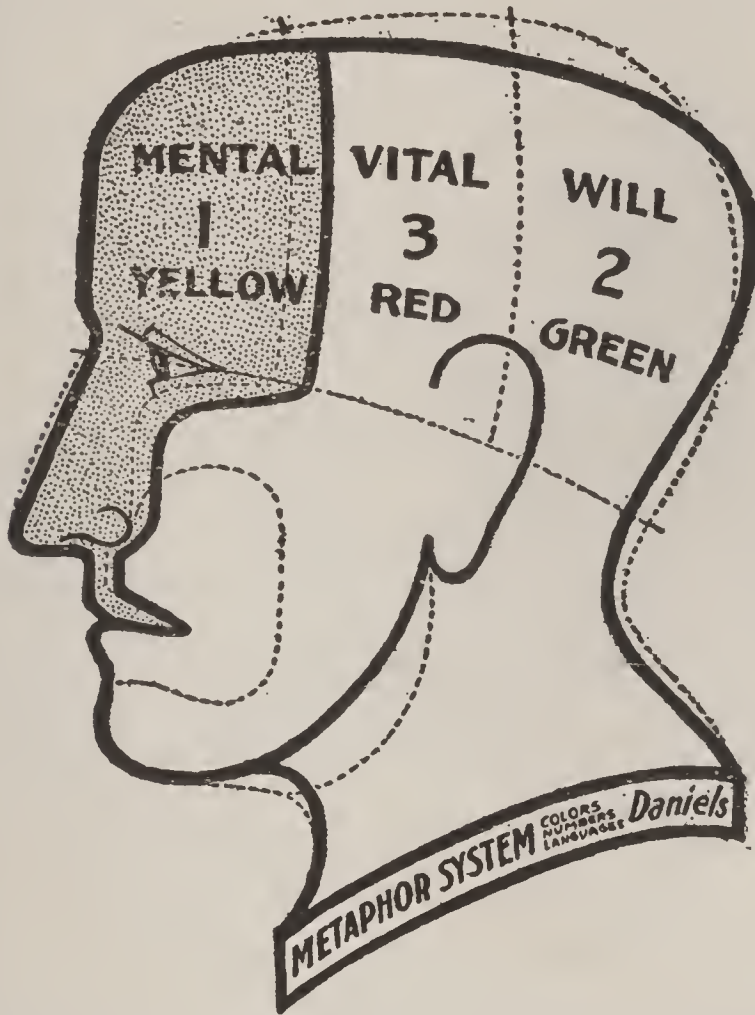
THE VITAL TEMPERAMENT (3, RED)

This temperament controls the vital organs, the blood supply and the nutrition. Upon this temperament depend the vital processes of life including warmth, metabolism, digestion, assimilation, absorption and secretion. It makes man conscious of his vital needs. It gives him hunger and desire for food to supply the bodily demands, and to distinguish the proper needs through feeling, smelling, tasting, etc. It is essential to reproduction and growth. Herein lies the great chemical laboratory of the body. Vitality is magnetic. It makes man sociable, agreeable and lovable. It gives the power of relaxation and sleep, creating in man the desire to seek comfort and to accumulate plenty of material things.



THE WILL TEMPERAMENT (2, GREEN)

This temperament controls the muscles, ligaments, bones, blood vessels and glands. Upon this temperament depend the power of contraction and tension, and the density of the body structure, the hardness and compactness in muscles, ligaments and bones. It holds the minute structures together and blends them into one, giving the body power to stand erect, as well as mobility, equilibrium and resistance. It has the power of locomotion, protection and defense. It has a cooling power and acts as a balance to the warmth of vital temperament. It gives repelling power and makes a man reserved, conservative, skeptical and cautious.



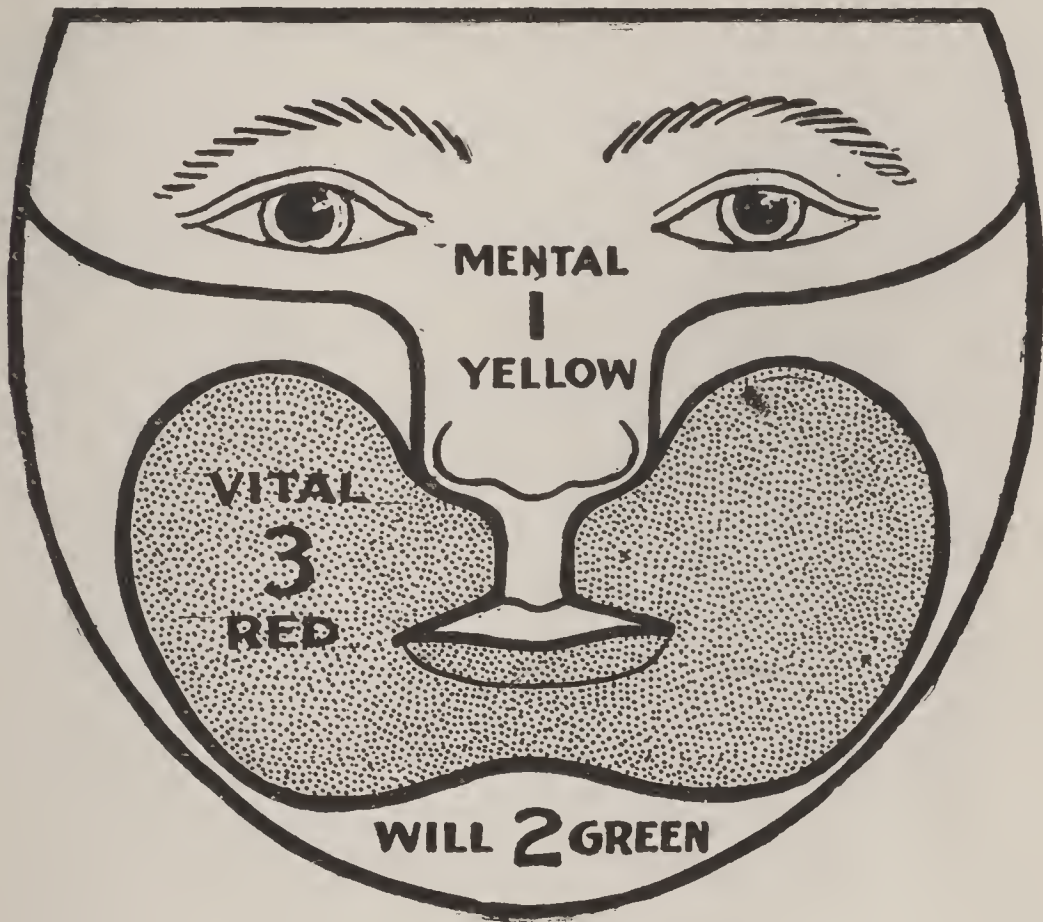
THE MENTAL TEMPERAMENT (1, YELLOW)

This temperament controls the nervous system and brain. It is the result of experiences of mind and body, and the basis of the power of comprehension. It arranges, harmonizes and refines the influences of structure and chemistry of the body. It enables every cell to work in an intelligent manner peculiar to itself. It enables the brain to grow brain cells, the liver, kidney, stomach and heart cells to carry on their respective work and duties. Wisdom, knowledge, consciousness, recognition and interpretation are dependent on the mental temperament.



THE THREE TEMPERAMENTS

The above illustration shows the relative location of the three temperaments on the front view of face. The Vital Temperament occupies that part such as you can see by looking into a mirror and puffing out your cheeks. The Will Temperament shows in the areas of the cheek bones and the lower jaw. The Yellow Temperament is represented largely by the nose and upper lip.



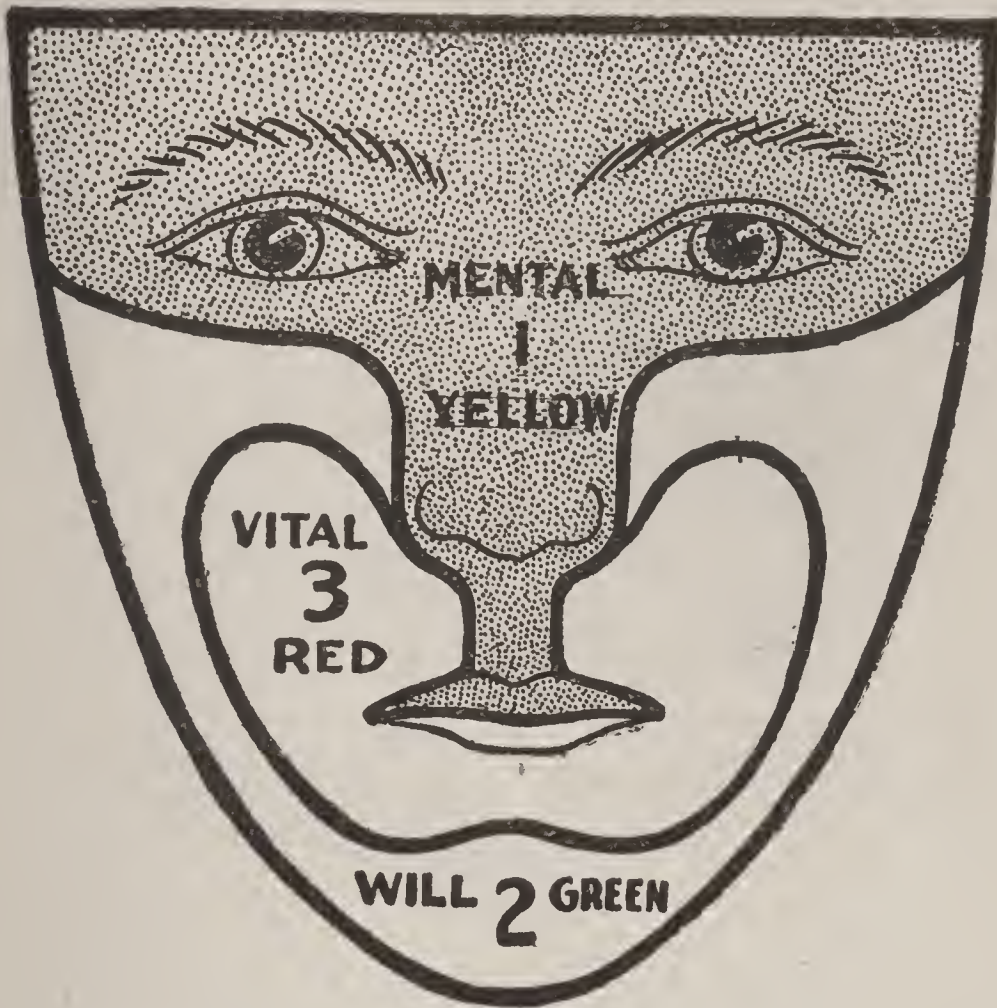
THE VITAL TEMPERAMENT (3, RED)

The red vibration builds a circular or rounded face. If man's face were of skin filled with vital fluids one could readily imagine the rounded surface it would have. Quantity of development is typical of this temperament.



THE WILL TEMPERAMENT (2, GREEN)

The green vibration because of its tension and concentration powers builds structures that are muscular, ligamentous or bony. It builds an angular square face. The sides of the jaws form a perpendicular line running down from the head. Solidity of development is typical here.



THE MENTAL TEMPERAMENT (1, YELLOW)

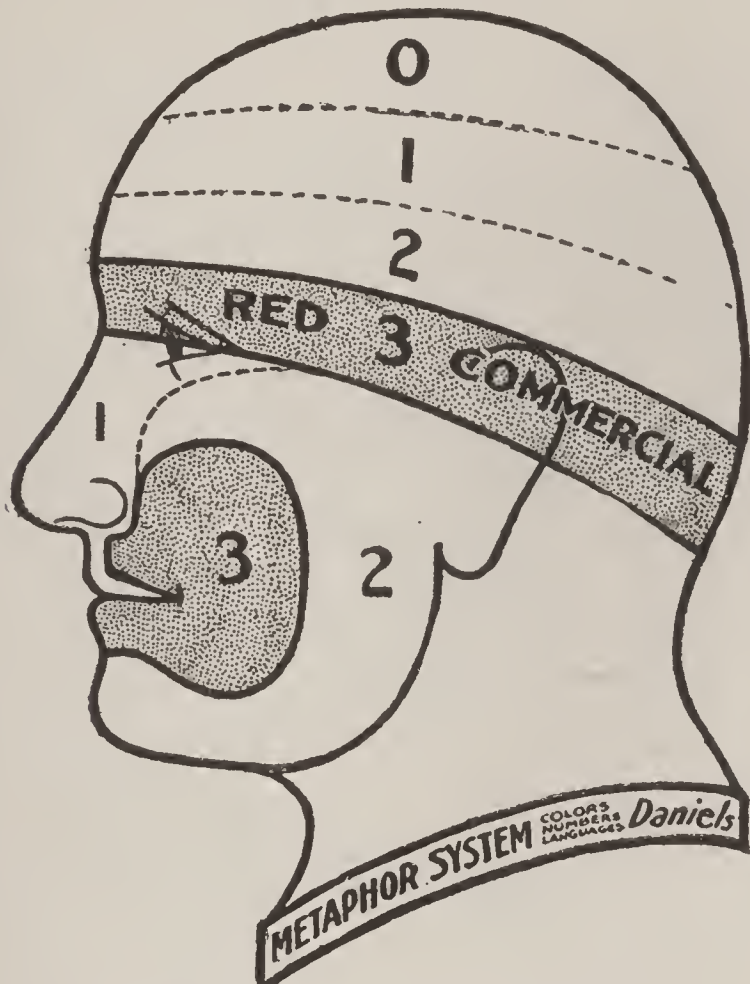
The yellow vibration builds a face triangular in shape due to the lessened development in the will and vital areas. The nose and upper lip are refined and highly organized. Quality of development is typical of the mental temperament.



THE FOUR SENTIMENTS

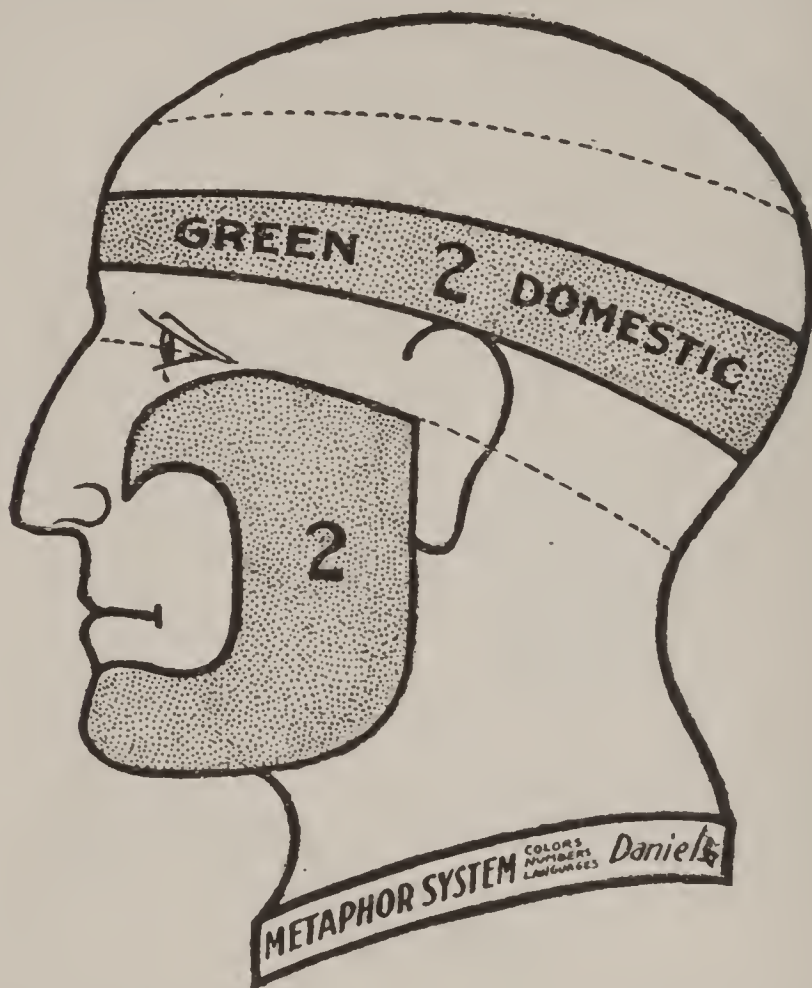
This illustration shows the location of the four sentiments and their relation to each other. The sentiments are a system of measurement to determine the predominating nature of the mentality of the *long headed* man. To estimate the predominant sentiment, note the longest distance from the front to the back of the head and in which sentiment it lies. The head shows the result of development through the long trail of ancestors to the present time. To determine man's stage of development since birth read the face.

NOTE.—The areas on the face of the round head and the long head are the same, with the exception of the area 0 representing the individual sentiment. The individuality of the round head is determined by the "plus" development of the temperaments or faculties.



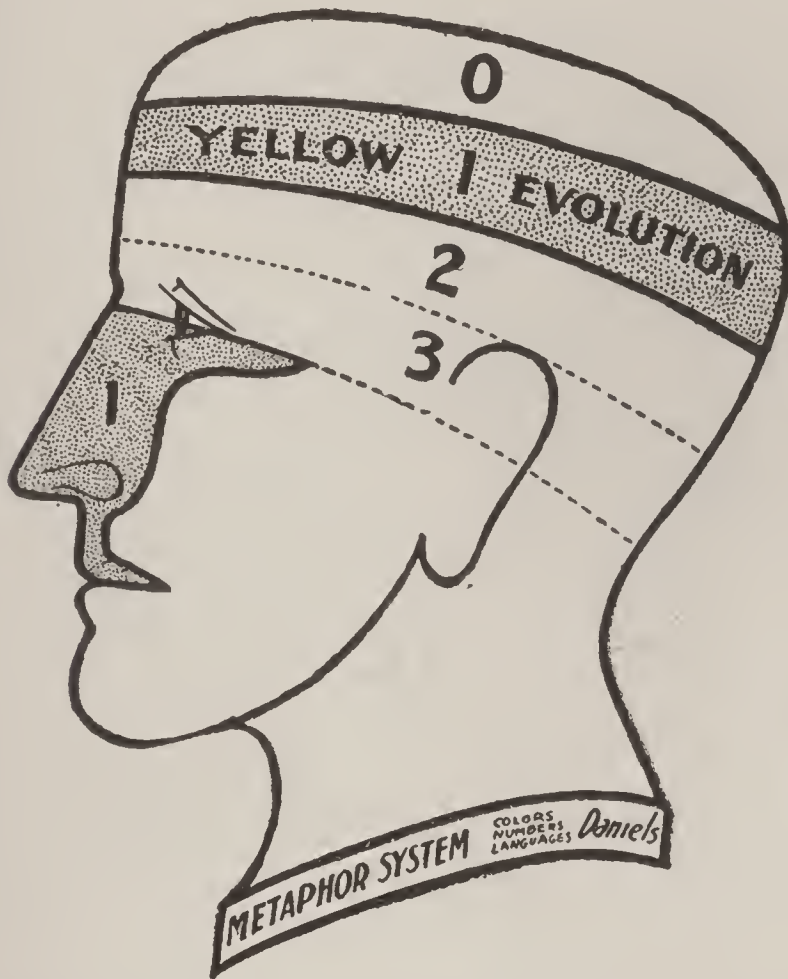
THE COMMERCIAL SENTIMENT (3, RED)

This sentiment acts as the basis for supplying the body with material needs. It is the sentiment of Chemistry which deals with the attraction and repulsion of chemical elements in the processes of life. It gives the power of mobility, trading, and the exchange of commodities. It is magnetic and attracts those things which supply material comfort. It is the sentiment of authority worship, making one dependent.



THE DOMESTIC OR PROTECTIVE SENTIMENT (2, GREEN)

This sentiment was developed through man's necessity for protection. Herein lie memory, observation, concentration, language and expression, home and family protection, methods of aggression, protection and defense, caution, secrecy, ownership, and monetary standards. This sentiment forces its opinions on others. It is significant of the commandments of Moses. It makes laws and wants those laws enforced. It is the sentiment of Geology which studies the structures of things. It gives resistance, and the power to withstand the elements. It wants facts and demands material proof.



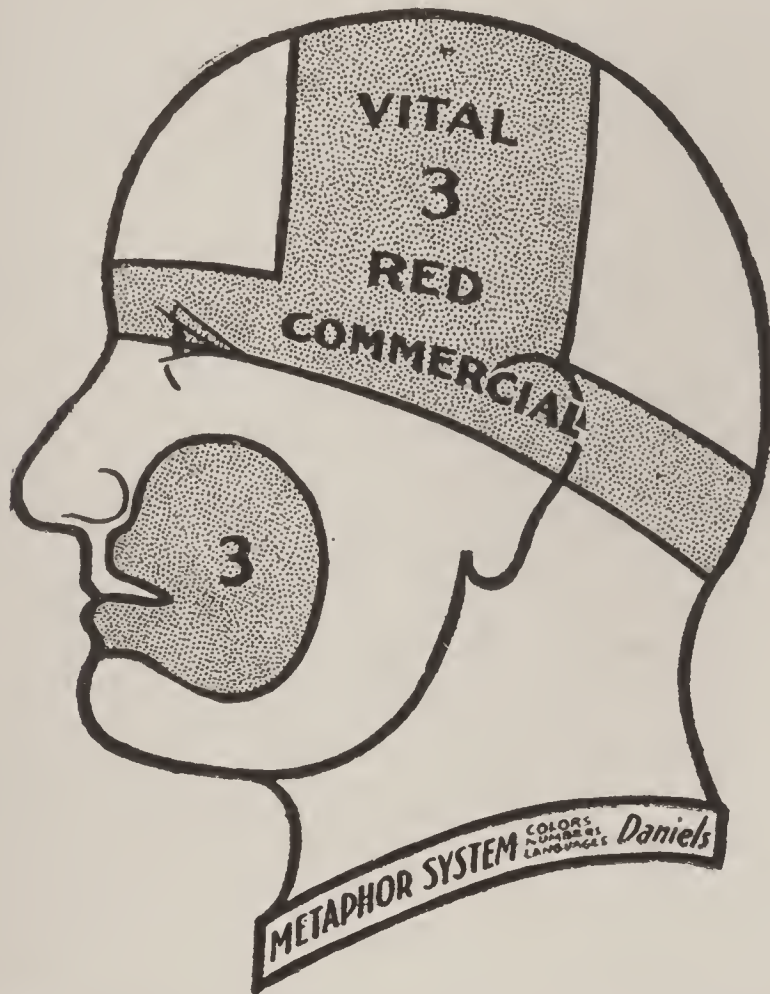
THE EVOLUTION SENTIMENT (1, YELLOW)

This sentiment is the self-investigator or student in man. It is interested in the intellectual side of life and those things which impart wisdom. It seeks understanding, and better ways of doing things, paying attention to causes, and effects, to results and consequences, in order to shape the environment of man so he can meet the greatest happiness of mind and body. This sentiment is inspirational, imaginative, creative, reasoning, devotional and expansive in thought, craving for harmony, liberty and justice. It is the basis of Biology.



THE INDIVIDUAL SENTIMENT (0, BROWN)

This sentiment is born as the result of the intermingling and reproduction of the other three sentiments. It is the result of construction (red), force (green) and intelligence (yellow). It is the master sentiment, the highest in man. It embraces the god of Wisdom, the god of Love, and the god of Power. It is here that masters have drawn their individual knowledge. Here are born culture, progress, worship of Deity, humanitarianism, love, unselfishness, rulership and the highest faculties of man. It expresses maturity. It is the sentiment of Metaphysics and Harmonism.



THE KEYNOTE OF THE RED MAN

(3, VITAL-COMMERCIAL)

As the element of fire functions in the production of steam, so does emotional feeling function in the life of the Red man. The more vivid and intense the feeling or emotion, the greater is the degree of heat and force imparted to the thought waves or vibratory stream projected.

This is why the thought vibrations of persons animated by an earnest desire, strong wish or great ambition are more forceful than those of persons not so animated.

Intense interest in a thing produces strength in the thought vibrations aroused. Interest is really

an emotional feeling, and is not connected with the intellect. Of course, the better one understands his desires, wishes and aspirations, the stronger will be his thought vibrations controlling the thing that interests him.

Interest and desire serve as the fire that generates will power. In the Red man we consider primarily the difference in his degree of feeling.

ANALYSIS OF THE RED MAN

How He Looks: He has a rounded face and figure, and is generally above normal weight.

How He Thinks: He reasons from the standpoints of enjoyment, love and organization. He understands the vital side of life, and caters to his own desires. He is swayed by effects, illusions and mysteries. He is inherently religious. He judges by appearance, authority, quantity and size. He likes public applause.

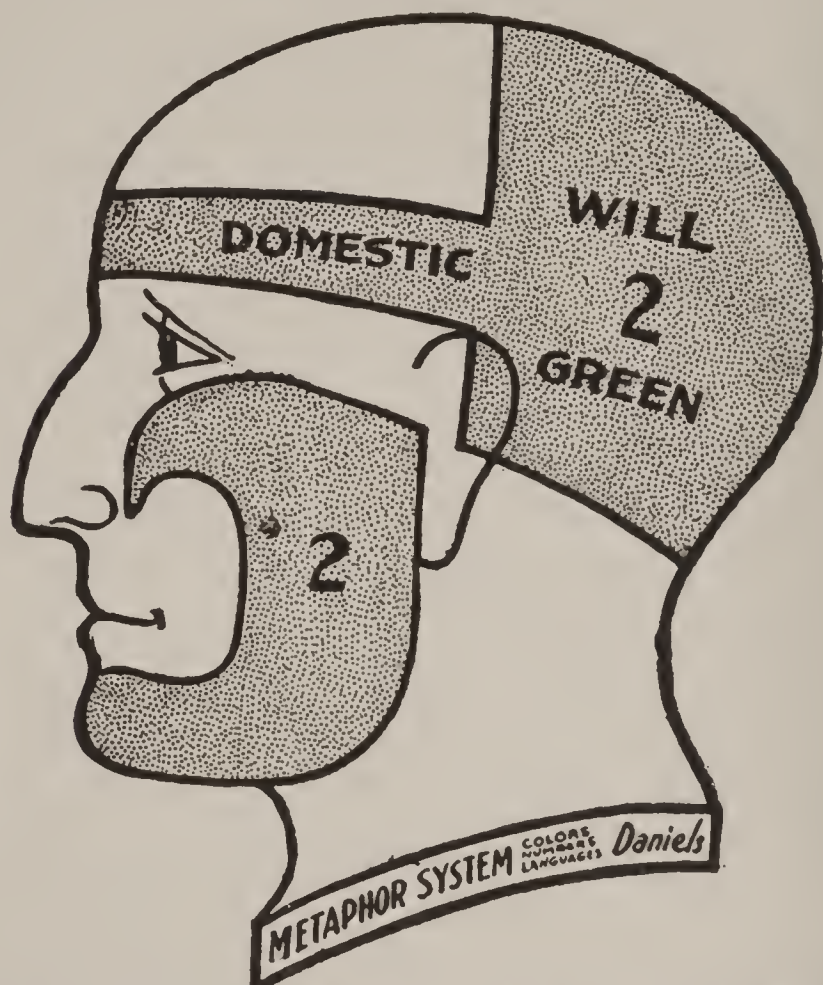
How He Acts: He moves in a small orbit. He is a slave to custom.

In Society: He is a good mixer. He enjoys jolly companionship, good times and good things to eat. And he likes to talk. Because of his power of attraction and absorption he is naturally magnetic. He impresses upon others the social laws of home, family and religion.

How He Feels: He is an impressionist—a man of feeling, appetite, emotion and impulse. He is interested in physical pleasure, material comfort, recreation, rest and sleep.

In Business: He is attracted by things that can be made profitable from a commercial standpoint. He is generally of the type that begins as an office boy and by constant effort finally becomes president of the firm. He expects results from his own efforts,

and from the efforts of those under him. He is saving. The introduction of new ideas does not appeal to him, unless promising to fatten his pocketbook or to enable him to create an effect.



THE KEYNOTE OF THE GREEN MAN (2, WILL-DOMESTIC)

The strong power of the Green man is concentration, and his degree of ability in this respect is the measure of his mastership. In his highest development he has absolute control over attention and imagination. Concentration acts like the lens which converges the rays of the sun to a small focus, increasing the heat and power to create fire.

The Green man is less inclined than other types to allow his involuntary attention to rest on every trifling thing and to be distracted by any idle appeal to his senses—a slave to his perceptive powers and imagination instead of a master of both.

As emotional feeling intensifies the vibration of

the Red man, so does concentration intensify the power of the Green man.

ANALYSIS OF THE GREEN MAN

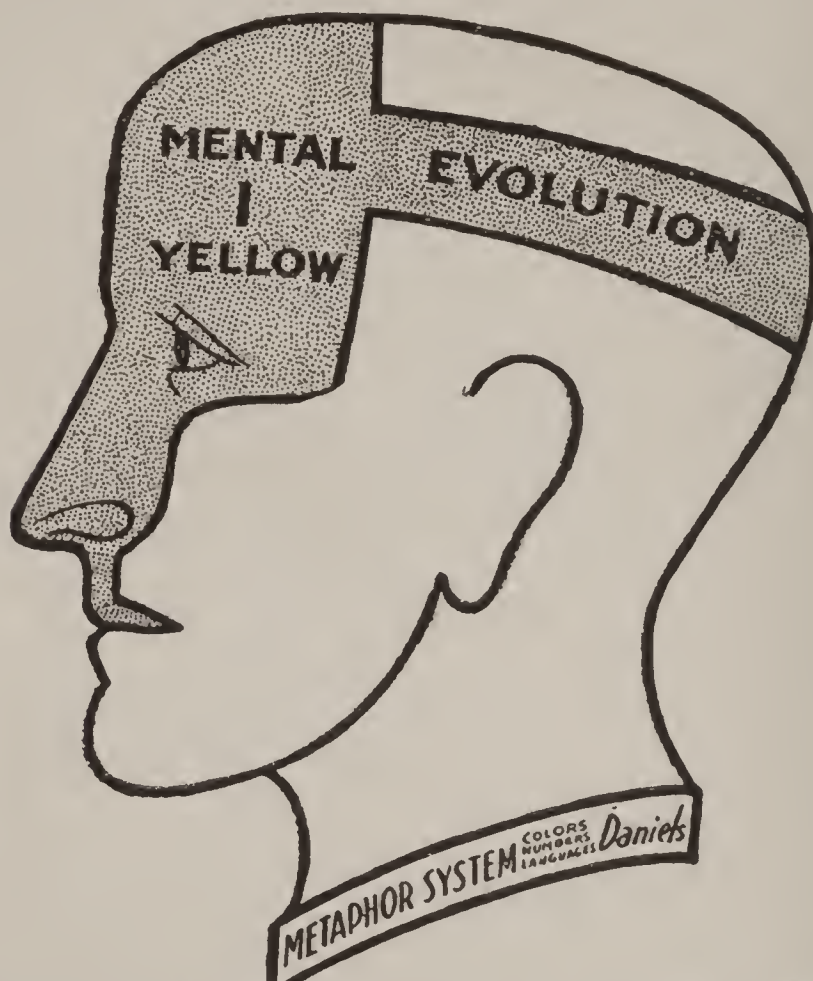
How He Looks: He is square faced. He generally has strong muscles, ligaments and bones.

How He Thinks: He reasons from the standpoint of protection. He is not only a maker, but an enforcer, of laws pertaining to economical government, and he is an authority on material matters. He wants facts, and is skeptical of unsupported evidence. Causes are of primary interest to him; effects secondary. He judges by solidity, durability, resistance and wear.

How He Acts: He craves action, mental or physical, and chafes at confinement. He is ruled by liberty, time and power.

In Society: He is conservative and cautious, and exercises control over his actions and speech. He impresses others as a poor mixer. He dislikes artificiality, insincerity and fulsome praise. He is serious in appearance and manner. He has the feeling that the responsibility of the universe is on his shoulders. He craves power, and wants to be the person in charge.

In Business: He deals in things that are material and tangible. He is interested in the substantial, not in the abstract. To him, an ounce of material evidence outweighs a pound of theory. He hates waste of material or of time. He has strong power of locomotion and of muscular activity. Unless his strong instinctive forces be balanced and held in check by brotherly love, he is likely to be stern, severe and a hard taskmaster. He can endure great hardships, and may forget that some people cannot equal him in endurance.



THE KEYNOTE OF THE YELLOW MAN (1, MENTAL-EVOLUTION)

While the Red man feels keenly his desires, and the Green man concentrates his vital and mental powers, the Yellow man or evolutionist lives in the visionary world—imagining, thinking, inventing, teaching, and studying the evolution of mind and matter.

His thoughts are often so advanced, so inspired, that hardly anyone else may believe in the possibility of putting them into practical form. His visions and his ideas are generally ahead of his time, and he may be dead and gone for years before the public learns the value of his life work.

The Yellow man, if he would succeed materially,

should develop his Red and Green powers, and make his visionary plans practical for the use of his Red and Green brothers. The Yellow man, above all, requires a mastery of character analysis for his protection and success.

ANALYSIS OF THE YELLOW MAN

How He Looks: His face is thin and triangular. His body structure is delicately organized. He frequently appears underfed and nervous.

How He Thinks: He reasons from the standpoint of education and progress. He is progressive, and is inclined to seek and find the good side of everything. He appreciates beauty. He is satisfied with nothing less than perfection. Consequently he is never satisfied. He seeks truth through self investigation. He is governed by inspiration, imagination, art, beauty and progress.

How He Acts: He is quick, nervous, impatient and hurried. He may ignore his welfare, comfort and health in the pursuit of his mental objectives. His tendency to introspection, and his intellectual humility, even though far superior intellectually to his Red and Green brothers, may weaken him through self-criticism and lack of self-esteem, leaving him at the mercy of a world that judges by impressions and outward appearances.

In Society: His refinement causes him to choose companions, entertainments and amusements with the same discrimination that guides him in choosing his books. Coarseness and vulgarity offend him. He enjoys plays, operas and concerts of the highest order. He is more at home in a library than at a pink tea.

In Business: He is the scientist, the professional man, the teacher, the philosopher, the artist, the

writer, the craftsman of beauty and the seeker after truth. He is temperamental, and unfitted for routine tasks. He must have some definite objective. He believes in self-choice of vocation. He requires, or at least yearns for, personal liberty. He believes that all should live their lives in accordance with their own conceptions of happiness.

a mental (yellow), protective (green) and vital (red) function in each sentiment so is there the same division of faculties in each function. In order to differentiate the divisions of a function from those of another they are respectively numbered from 1 to 9.

1, 2, 3 are in the mental function, 4, 5, 6 are in the vital function, and 7, 8, 9 are in the will function. 1, 4, 7 are mental. But whereas 1 is the mental faculty of the yellow function, 4 and 7 are the mental faculties, of the other two functions respectively. 2, 5, 8 are protective or will, and 3, 6, 9 are vital, following a similar arrangement as described by 1, 4, 7.

It requires two numbers to show the location of a faculty. The first to show to which sentiment it belongs, and the other, the location within the sentiment. For instance the faculty of Appetite which is the sixth faculty in the Commercial Sentiment would be expressed as 3.6. In the description of the faculties and sub-faculties later on numbers will be used. This gives the student a chance to see the location of the faculty, sentimentally and functionally, and from what development of color construction it comes. Note the number used, then return to the keyed illustration of numbers, for further understanding.

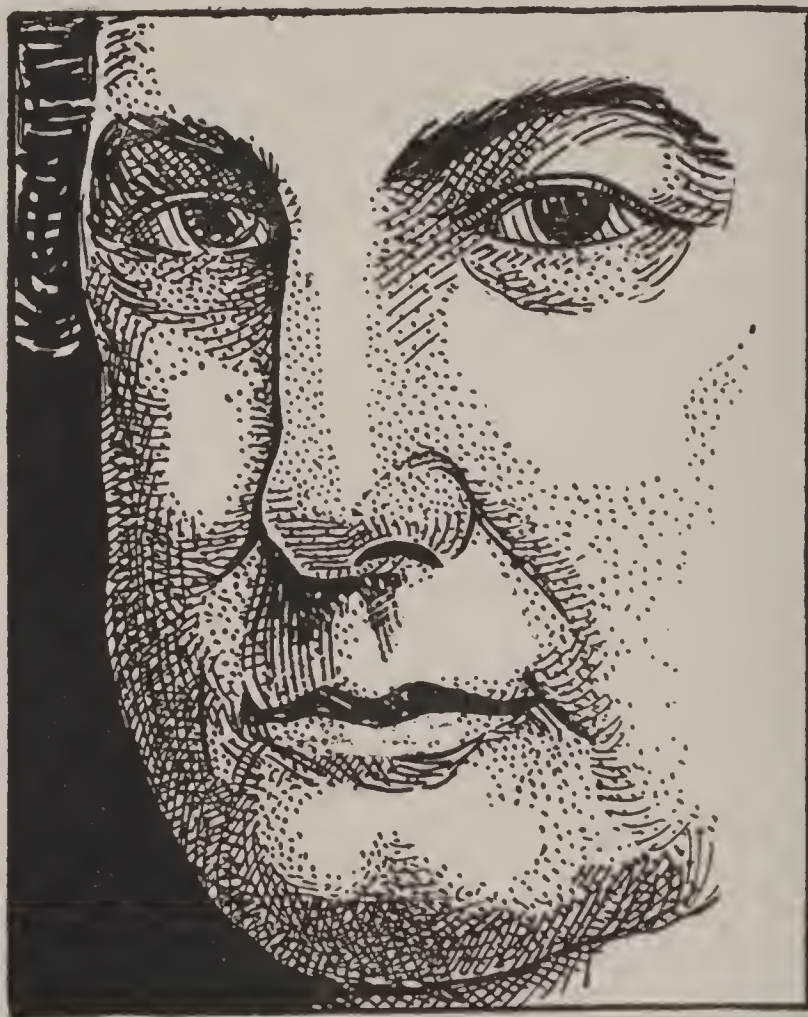
Where three numbers are used the third refers to a sub-faculty or the third of a faculty. For instance in describing the faculty of reason the sub-faculties judgment (1, yellow), synthesis (2, green) and analysis (3, red) are used. Synthesis is written 1.2.2. 1.2 represents reason as it is the second faculty in the evolution sentiment. By adding 2 it shows synthesis the second division of reason.



THE FACULTY OF UNITY

This faculty is the great central station of the mind and body. It brings force into action, giving the power to recall mental defenses immediately at one common point and to act immediately upon them. When this faculty is highly developed it enables the individual to think and act very quickly. It gives the power to push things onward forcefully. In driving an automobile the man with unity will take the most daring chances just to show what he can do. This faculty stimulates the impulses to do things in a hurry. It wants to see results. If this faculty be deficient the individual will seek plenty of time to do a thing. He dislikes to be hurried. He will not be found studying the intricacies of algebra and geometry, for mathematical studies are very irksome to him.

NOTE.—In reading faculties on the face, read round headed people and long headed people in the same manner.



UNITY HIGHLY DEVELOPED

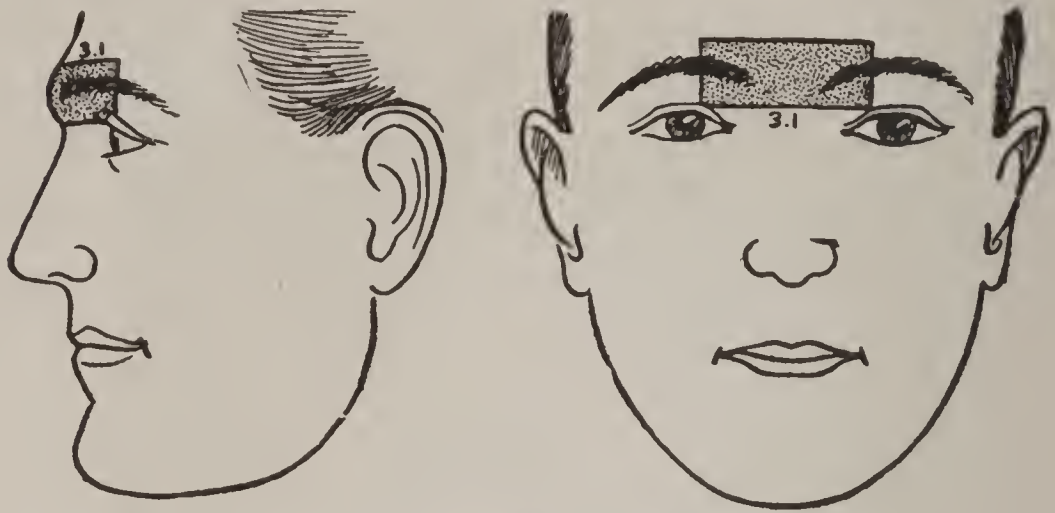
Instantaneous harmony of thought is manifest in this face, with great power to estimate with the eye, and to calculate rapidly. Such a man is capable of directing business with great dexterity. He thinks and acts quickly. Executive and constructive engineering ability are apparent here.

He possesses a dynamic and dominating power by which he can plan, start and finish a thing before some people can get their plan under way. He should remember that many people require time and effort for mental functions which in himself are practically instantaneous.



UNITY DEFICIENT

This man needs to think before he acts. He is confused when he is rushed. He wants time for reflection. He likes to verify and check up his plans and calculations before putting them in operation. He proceeds in a regular and orderly manner. He is not a man for emergencies when speed of action is essential, but can be depended upon for accuracy and methodical judgment if given plenty of time to carry out his work.



THE FACULTY OF FORM

This faculty inspires creative ambition. It puts ideas into concrete form. It gives the power to observe and to reason at the same time. It focuses the power of selective attention, and strengthens the perception of outline, shape and individuality. When this faculty is highly developed it gives to the individual a clear memory of forms, of faces, and of the shape and proportions of a large variety of objects. It enables man to remember in detail the individual peculiarities of the things under observation. It gives the ability to remember the actualities of life. This faculty is never developed in excess, it is impossible for anyone to see too clearly.

When this faculty is deficient, the individual is not always conscious of what is going on around him, and he fails to observe any detail that is not actually conspicuous.



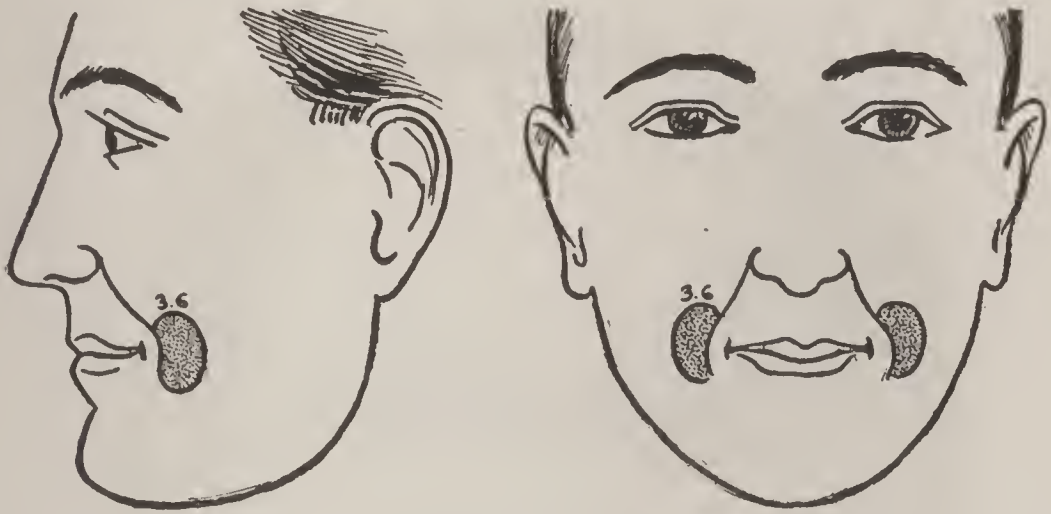
FORM HIGHLY DEVELOPED

Strong instinctive power of observation rules this man. His judgment is based on what he sees—on the realities of life. Before passing judgment he prefers to see the object, rather than to read or hear about it. He is “from Missouri.” He has to be shown. He wants to study his subject from every angle—from side to side, from top to bottom. He learns more about a dog by seeing the dog than by reading a dozen books about the dog. He relies mainly on facts gained through experience.



FORM DEFICIENT

This young man is low on perception and form. He has yet to learn the value of experience as a teacher. He remembers what he reads and hears, rather than what he sees. He wants to know, but is prone to get his experiences vicariously, from books, and from what people tell him, instead of what he sees with his own eyes. He should open his eyes to the life about him, and aim to develop the art of observation. Only through our own experiences do we actually know.



THE FACULTY OF APPETITE

This is the instinctive impulse, causing the desire for and enjoyment of food, comfort, and the purely physical sensations of life. It is the predominating faculty in chefs and other food lovers. This faculty gives one the ability to distinguish very clearly the different flavors and odors of foods. It stimulates gastric activities, thus aiding digestion and the distribution of food throughout the body. If this faculty is developed in excess will cause the possessor to over indulge in his foods and drinks. If this faculty be deficient, the individual may very often suffer with indigestion, in which case he should avoid excitement immediately before meals, be very careful in selecting foods, should make sure that the foods are of nutritive kind and are of easily digested nature, and should enjoy every mouthful taken.



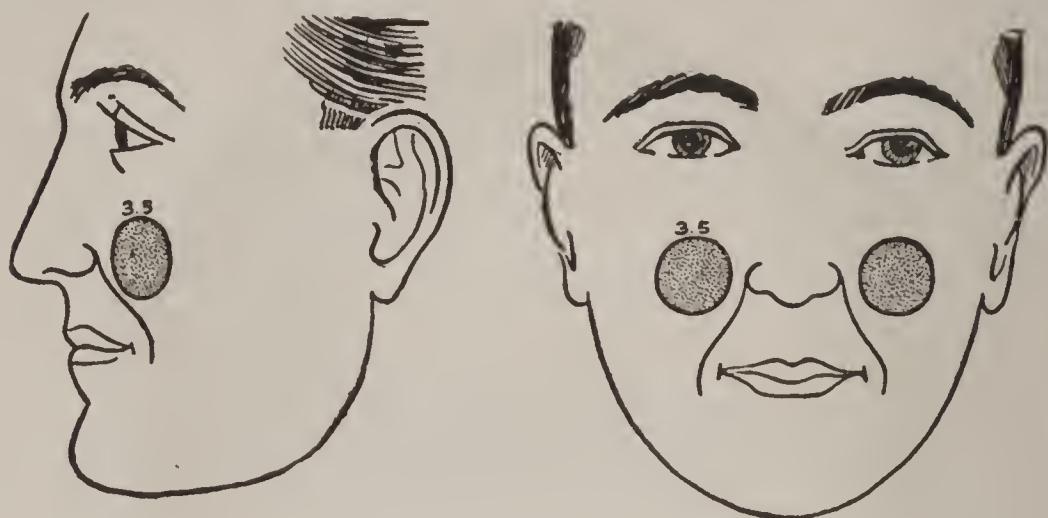
APPETITE HIGHLY DEVELOPED

Strong physical desires rule this man. He craves food, physical comfort, entertainment and the enjoyment of material sensations. Every meal is a feast. He likes a business that will supply plenty of money for enjoying the physical comforts of life. He moves in a small radius and is a natural magnet. Instead of going after things, he draws them to him. He does not care to reason, since it is less effort to accept the opinions of authorities. He is self-satisfied and, as a rule, a jolly good fellow. He should develop his thinking and reasoning powers.



APPETITE DEFICIENT

This man concentrates on work and study. Desire for food is incidental. Keen hunger is lacking, even when food is needed. When eating, he reads or thinks of other things instead of enjoying his food, which draws the energy from the stomach, interferes with digestion and causes discomfort after meals. Lacking vital magnetism, he must put forth effort to obtain life's necessities. Like Cassius, he "hath a lean and hungry look." Reason dominates appetite. He does his own thinking. He must sleep and relax to develop vitality and strength.



THE FACULTY OF FEELING

This faculty contains the memory of physical sensations, such as heat, cold, pressure, touch and atmospheric conditions. It feels and senses physical environment and aims to adjust the individual accordingly. It makes mental record of all experiences for future protection.

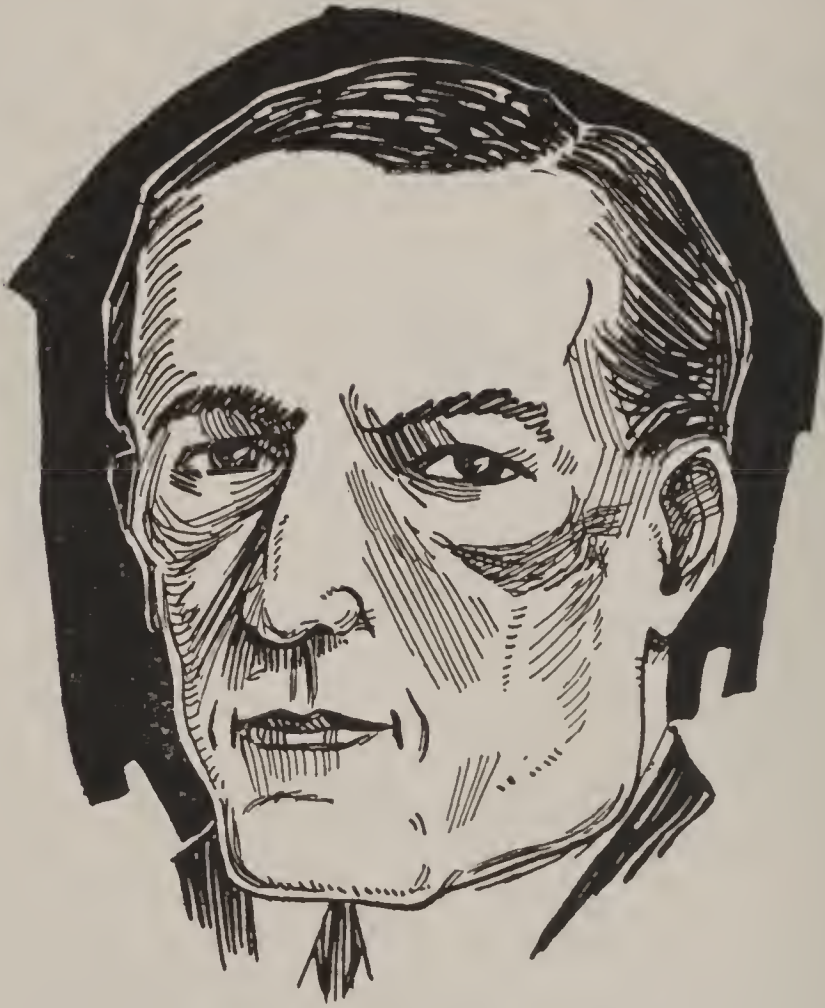
When this faculty is well developed it makes the individual want to be close to the object desired. It craves contact with a loved one. It renders the individual sensitive and seeks companionship of a non-irritating nature.

When this faculty is deficient the individual is not easily affected by variations of the temperature, nor by tactual sensations, and it would require long practice to develop a fine sense of touch. He can withstand hardships and unpleasant conditions.



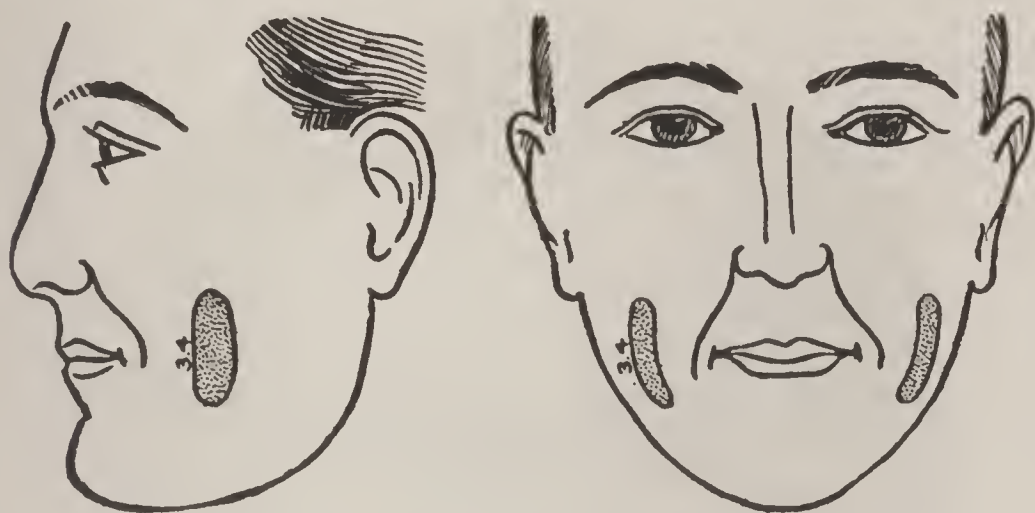
FEELING HIGHLY DEVELOPED

This man craves physical contact in friendship, money, business and love. He is demonstrative, expressing his friendliness by hand-shakes, pats on the back, caressing and fondling. He feels, counts and recounts his money. He is easily hurt, mentally and physically. A rebuff or unkind word may bring about real illness. When in discomfort or pain he craves sympathy. He is susceptible to flattery. He relies on the memory of past experiences to protect himself from future unpleasant sensations. He should cultivate discrimination, and study character analysis.



FEELING DEFICIENT

This man is undemonstrative and non-sensitive. He may shovel coal or climb telephone poles all day, eat and change his clothes, go to a dance and stay until day break, get home in time for breakfast, and then go to work again, without suffering. He is indifferent to hardships. Neither flattery nor rebuff affects him. He is inclined to overwork. He does not nurse acute diseases, and hence is in danger of chronic troubles. He does not seek sympathy, nor does he want people to make a fuss over him.



THE FACULTY OF IMPRESSION

This is the one faculty which gives the possessor the power to express his individuality, and the degree to which it is developed measures the degree of self-expression. It gives an ability to analyze and classify psychological experiences which is lacking in persons deficient in impression. The possessor is governed by impressions, and thinks that others are governed in the same way. He senses qualities and conditions of things that surround him. This faculty enables him to read quickly and easily the thoughts and desires of others. It gives him frequent mental "hunches" which he generally follows. It judges by what it sees, hears and feels. It is a powerful aid in professions where keen sensitivity is essential. When this faculty is deficient the individual is lacking in psychological experiences and is unable to receive or transmit mental forces, thus rendering him more dependent on concrete reason.



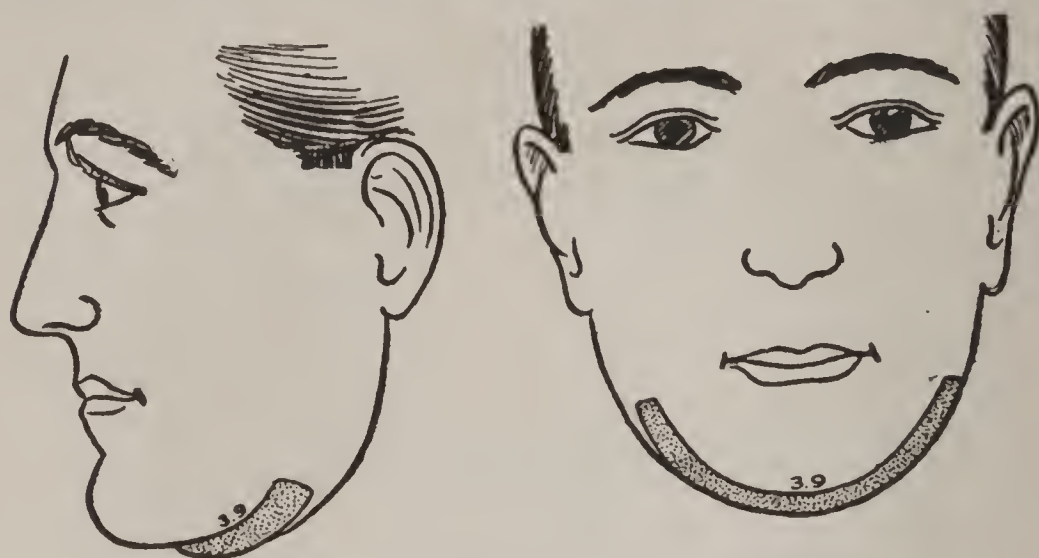
IMPRESSION HIGHLY DEVELOPED

Strong first impressions and “hunches” govern this man, who believes that other people are similarly governed. He “puts up a front” in business and society, to create a favorable impression. To him, clothes make the man. He entertains lavishly as an aid to business. He bases his sense of human values on dress, outward appearance and business and social standing. Impressionable instead of analytic, he is often credited with having psychic powers, and he believes that outside causes influence his own affairs. Swayed by the power of impulse, might bring disorder and confusion, and he should develop the power of reason as a counter-balance.



DEFICIENT IN IMPRESSION

“Hunches” rarely come to this man, in whom reason predominates. He looks beyond outward appearances, in search of hidden truth. Indifferent to externals, he may become careless of his own personal appearance, thereby handicapping himself in an impressionable world. Skeptical of appearances, he may discount externals too heavily, and thus become a doubting Thomas. He is not attracted by fine feathers, extravagant promises or something for nothing. He appreciates simplicity rather than extravagance. He should learn that accurate impressions have value and, by using them, conserve his energy.



THE FACULTY OF MOBILITY

Mobility gives the power of locomotion, and creates desire for actual or mental travel. It stimulates strong interest in construction, commerce, and transportation, and makes for executive ability in the commercial and industrial world.

When this faculty is highly developed, it stimulates the desire for travel, creates a craving for continuous action. It sometimes makes a man believe that changes of climate and long trips to foreign countries are the cure for everything and the solution to all problems. It gives the power of locomotion and endurance. It stimulates the desire for constant change of location and business, and if the commercial life lacks sufficient action, then the person gets depressed and fails to enjoy life as he would if he would keep moving. If this faculty is developed in excess it causes gluttony, a desire for extreme luxury, and evasion of duty. If deficient, man finds himself soon exhausted through lack of physical endurance.



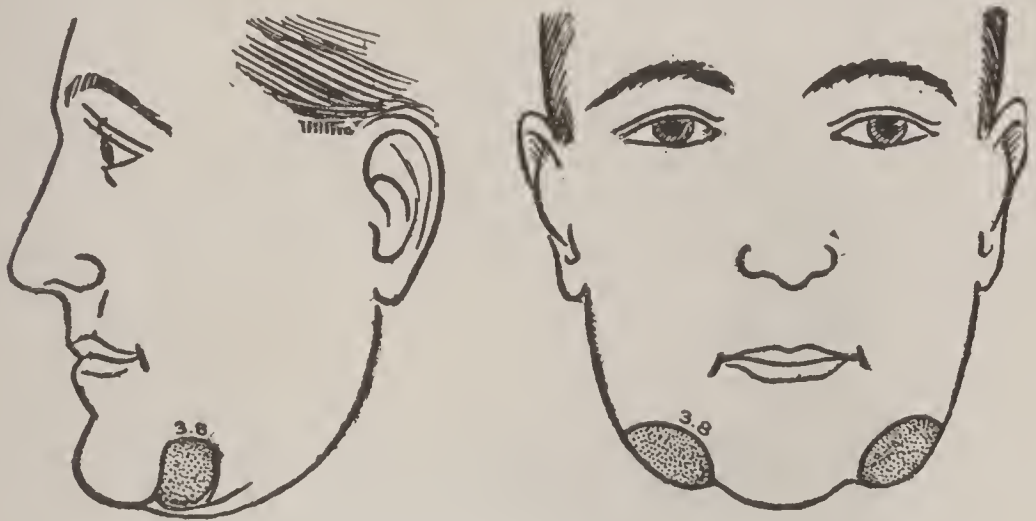
MOBILITY HIGHLY DEVELOPED

Executive and organizing ability predominate in this man, who has great mental and physical reserve force. He is interested in large projects—construction, engineering, big business, transportation, banking and finance. He has the power of swinging big things into action. He may become so absorbed in business that he forgets he has a home. He is keen in reasoning and observation, supported by strong determination and self-esteem. He should seek recreation and diversion outside of business. Travel appeals to him. During his vacation he is likely to be found in Europe.



MOBILITY DEFICIENT

This man uses his energy as fast as he generates it, and is satisfied to remain in a position where responsibility is not required. His interests are largely mental. He inclines toward aesthetic studies and pastimes, and forgets the importance of physical development. Lacking reserve force, he fatigues quickly in a crisis. He should conserve his energy, and concentrate his thoughts and actions on one objective. Moderation is essential. Above all he should establish system and self discipline. He needs more sleep and relaxation to build up mobile reserve.



THE FACULTY OF DESTRUCTION

This faculty is a defense, working for supremacy. It gives the power to take action and to destroy interferences. It senses approaching danger, and prepares for future security. When this faculty is highly developed, it urges man to tear down and get rid of the obsolete. It makes him push forward with vigor and persistence toward any goal that draws him. When this faculty is aroused by opposition, it strives to get rid of obstructions, and if anger is also aroused the man will retain ill feeling for a considerable length of time. He will demand severe punishment and never cease to punish. When this faculty is deficient, the individual cannot stand physical pain, and will oppose any methods or actions that tend to inflict physical or even mental pain. He dislikes combat, and would rather accept old methods than to cause any sort of conflict, to obtain the new. He believes in lenient punishment rather than in severity. He thinks that everybody suffers too much as it is without making things worse.



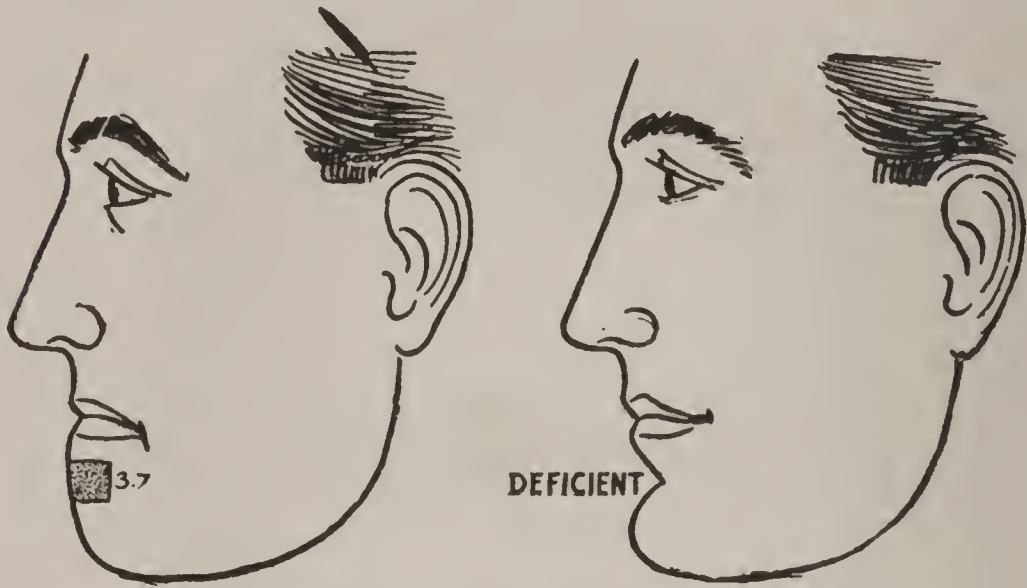
DESTRUCTION HIGHLY DEVELOPED

This man demands supreme authority. He destroys interference, becomes vindictive when opposed, and would punish lawbreakers severely. He is strict, exacting and severe, unless balanced by other faculties. He senses approaching danger, and is always prepared to meet and overcome obstacles. Opposition brings his strongest power into play. He should relax, live and let live, and remember that others have the same right as he has to express their individualities. He should aim to be considerate and gentle.



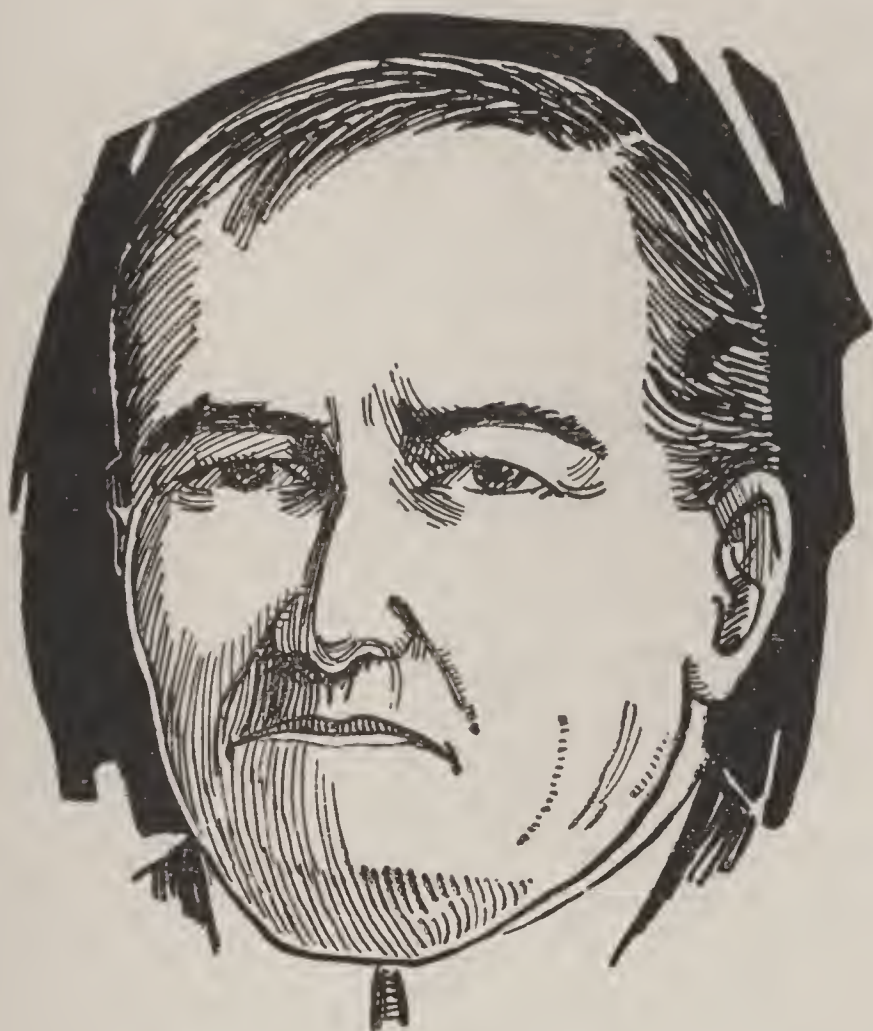
DESTRUCTION DEFICIENT

Opposition depresses this man instead of inspiring him. He thrives in an environment of harmony. His failure to stand up and fight for his rights often makes him think himself a victim of hard luck. Criticism, even friendly advice, annoys him if opposing his own theories. He is a success when the world is with him, but a failure when the world is against him. He is kind, gentle and lenient in authority. Experience must teach him what we develop by overcoming obstacles, not by merely chafing under them.



THE FACULTY OF AVERSION

Aversion is the fundamental instinct of self-preservation. It creates spontaneous energy, raises the temper of man, excites the intellect, and emotions, and causes fury and violence. It makes for exclusiveness and seclusion of individuality. When this faculty is well developed the individual does not hesitate to show his dislike, and even his severe antipathy, toward others. It often causes man to do things in a harsh manner, and to care very little how the outcome may affect others. This faculty gives capacity for promoting new enterprises, and for pushing commercial transactions to their utmost, until he has accomplished his end. If this faculty be deficient it causes man to express his dislikes in a very gentle and curtly manner, or let them end as they will, as he desires to keep friendship and companionship. Believes in living and let live, and tries to avoid friction.



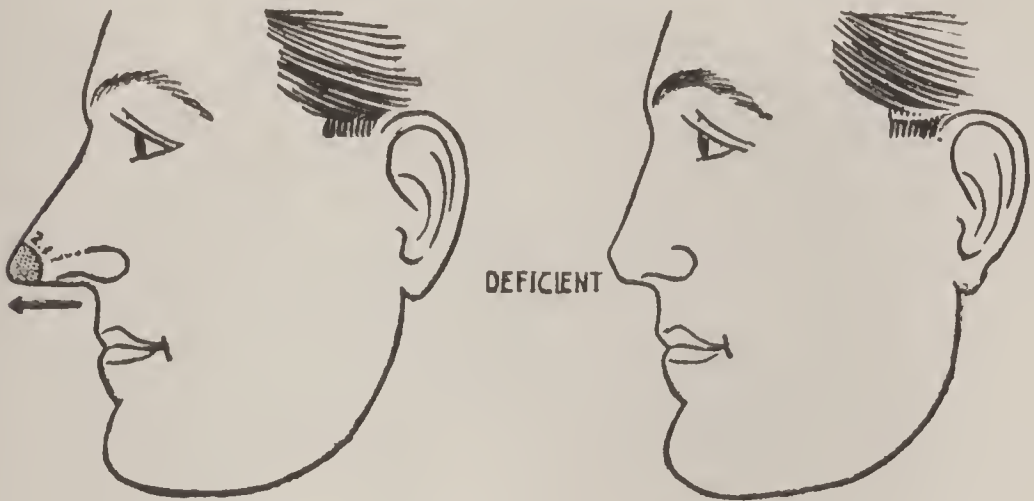
AVERSION HIGHLY DEVELOPED

This man lives "with a chip on his shoulder." He has probably been laboring under a prolonged strain, perhaps of many years' standing, and has become chronically antagonistic. This state of mind generates poisonous secretions which make him restless and uneasy. His temper is easily aroused by opposition, and may become uncontrollably violent. Argument makes him stubborn and closes his mind to reason. He is tormented with a desire for supremacy. When subdued he seeks refuge in solitude.



AVERSION DEFICIENT

This man prefers harmony to conflict, and will take considerable abuse before he turns on his aggressor. Opposition repels but does not arouse him. He seeks to avoid friction, and strives to create a peaceful atmosphere. His social nature predominates. In settling differences, he prefers reasoning and understanding rather than physical force. His avoidance of conflict may make others regard him as a coward and take undue advantage of him. He should learn to take a firm stand and teach his fellow-men that he is not to be used as a football.



THE FACULTY OF ATTENTION

Attention gives the power of concentration, and the consciousness of things going on around us, it especially notices things in action. It systematizes and interprets all the sense perceptions, with the ability to visualize past experiences. When this faculty is highly developed the individual is quick to notice the action and conduct of others, and by the study of them he can readily detect their motives, and mental attitudes. This faculty gives man great power of concentration. He is not easily disturbed or distracted in his thinking. His thoughts are so arranged that he carries the memory of his past experiences associated with many ideas, thus he has no difficulty in recalling them. If this faculty be deficient the individual will find it hard to pay sustained attention to a long and exhaustive task. He finds it hard to concentrate on details, and his memory does not retain them.



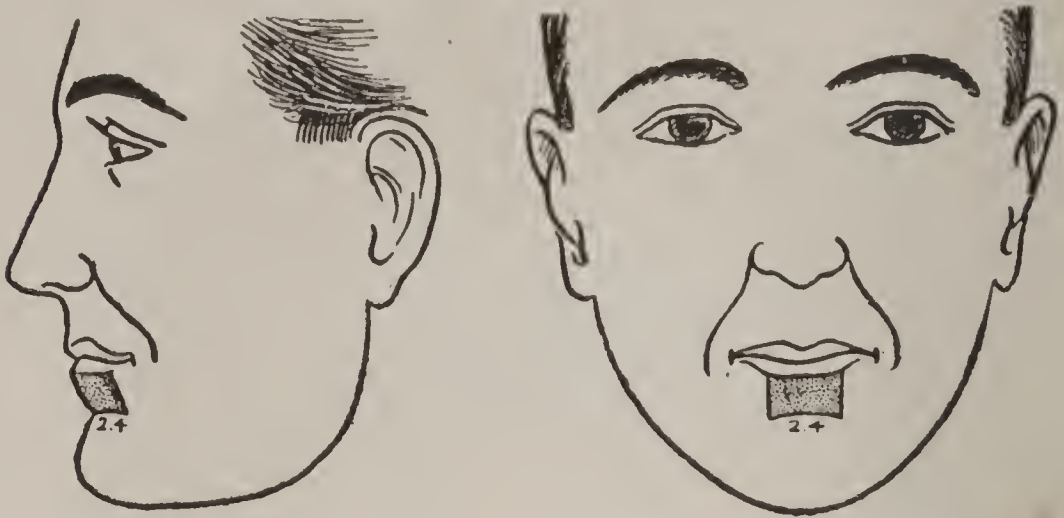
ATTENTION HIGHLY DEVELOPED

This man is a keen observer, and can focus his attention. He is an investigator. Here we see the literal "nose for news." He has a good memory for social, public and domestic data. His mind is very keen and penetrating. He makes a good news reporter. He lives under tension. Speed is his gospel. Indecision he considers a bad habit. When overdeveloped he darts, with fish-like curiosity, at every new thing that he notices. In this case he should cultivate reserve, subdue his supernormal curiosity and study the concrete sciences.



ATTENTION DEFICIENT

This man merely observes and does not concentrate. He is not interested in details, being content with generalities. Consequently his mind records little from his own observation. He cannot tell you the details of a circus performance unless he saved his program. He is guided by what others tell him, rather than by what he can investigate and see for himself. He deals with second-hand ideas. He does not dig beneath the surface for the gold of life. Effects, rather than causes, appeal to him.



THE FACULTY OF PATERNITY

Paternity is the bossing power, which provides for the family, shoulders responsibilities, and shows authority. It is the father-power in home and business. Like Moses it governs according to commandments and law. It gives one congeniality and tenderness towards children, with the ability to gain their attention, win their confidence very easily, and make them perform anything it desires them to. When this faculty is highly developed the individual prefers to rule others by reason, kindness and fatherly love, rather than by force. This faculty gives one the directing power in the home, maintaining harmony and peace. Stimulates the sense of responsibility and of authority, out of the need to provide whenever is required. It rules the home in the spirit of respect and love. If this faculty be deficient the individual will try to avoid the home duties and responsibilities, and will not be especially interested in the welfare of children or in family history.



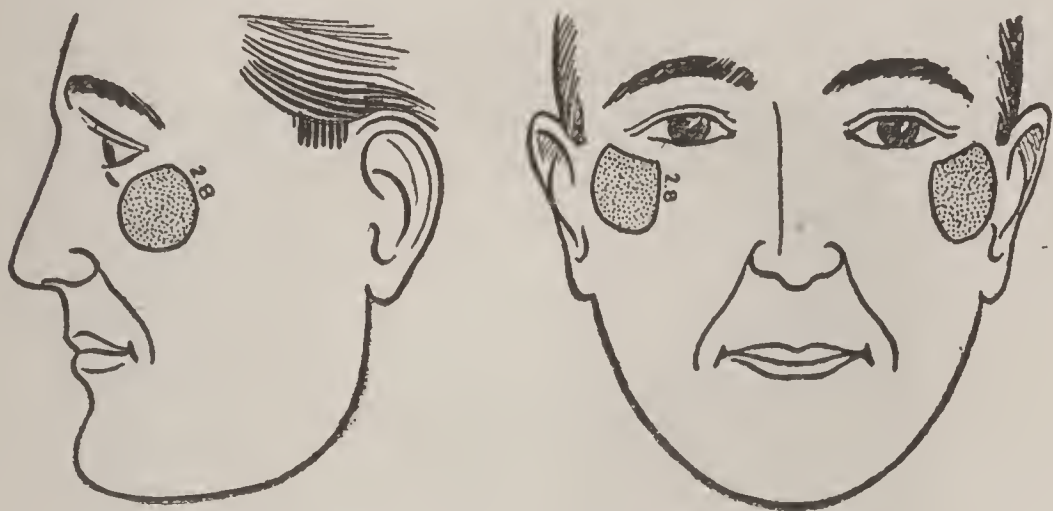
PATERNITY HIGHLY DEVELOPED

This man's strong power is the fatherly authority which he exercises. He readily assumes responsibilities, and is a good provider. He takes the lead in domestic and social affairs with the purpose of doing good. He is an instructor in the paternal laws. He teaches fidelity, modesty, reverence and respect for the home. He encourages others to come to him for advice, and he expects his advice to be carried out. Such a man is likely to carry the home spirit into his business and regard his employees as his family.



PATERNITY DEFICIENT

This man shirks home responsibilities. He will allow his wife, sister or mother to control the home. Yet he desires full credit for having created attractive home atmosphere. He likes to be waited on. He is not greatly interested in children, and cares little for family history. His interests are outside the home. When his own personal interests are provided for, he feels that all is well. He is keenly aware of his home privileges, but unconscious of his home obligations.



THE FACULTY OF CAUTION

Caution forewarns, preserves and defends. It causes cunning and slyness, and sometimes a touch of hypocrisy and fear. It stimulates secrecy and carefulness. It warns against danger. It stimulates the sense of responsibility in man—an active principle in personal preservation and defense, and it creates the tendency in man to conceal his thoughts and acts from others. It gives the power of firmness to the body, and imparts that same firmness to the mind through carefulness. When this faculty is highly developed the individual will be very secretive, saying little that may reveal his aims to others. He will have cunning, enabling him to learn the secrets of others without exposing any of his own. Oftentimes he will fear when there is no need for fear. In business he will have a great tendency to be ultra-conservative. If this faculty be deficient the individual will be heedless of the future, and will be rash and hasty in transacting his business.



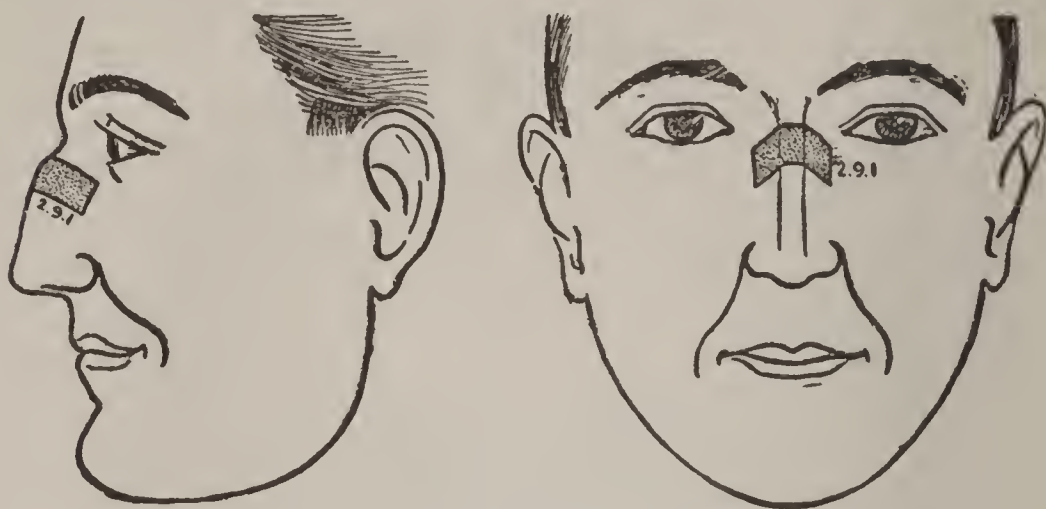
CAUTION HIGHLY DEVELOPED

Security and safety are this man's watchwords. Before taking any action he asks himself, "What will be the consequence?" Therefore he hesitates and deliberates before decision or action. The same instinct causes him to be secretive. He is always on his guard against possible danger, making him cunning and suspicious. When caution is overdeveloped his doubts and fear may become chronic and he loses interest and enjoyment in life. Should he be a failure it is because he is afraid of taking reasonable chances. He needs some person to urge him to decisive thought and action through understanding.



CAUTION DEFICIENT

This man will rush in where wise men fear to tread. He is a plunger, heedless of consequence. His lack of deliberation, prudence and care in thought, speech and action often cause trouble for himself and others. But he hears opportunity when she knocks, at his door, for he preaches that he who hesitates is lost. He is frank and outspoken. He is a man for adventurous and hazardous pursuits.



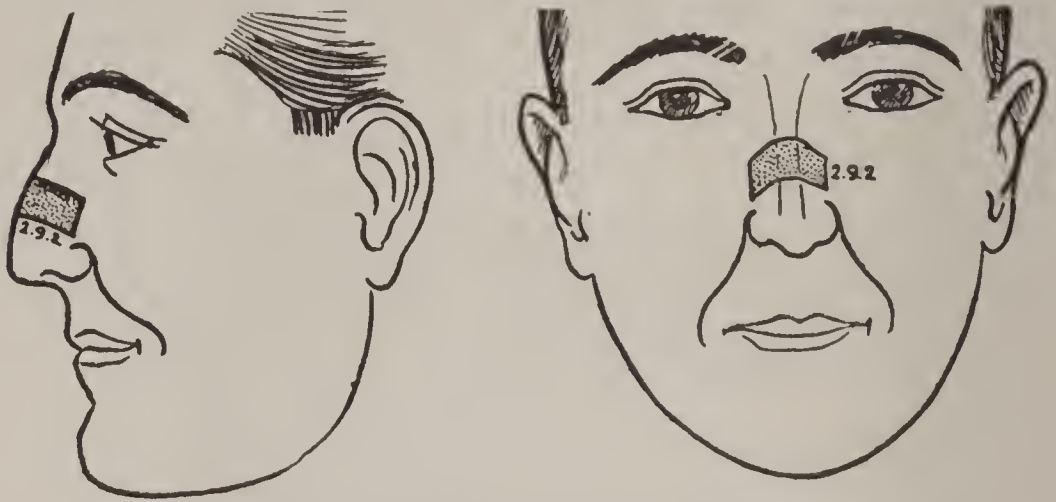
THE FACULTY OF AGGRESSION

This faculty is not present at birth, but grows up through environment. It is generally found in orators, generals, explorers, etc. Its possessors are born leaders and geniuses, who generally make their talent known. It gives courage and hardihood to conquer and to achieve success. When protection and reason are also developed in harmony, the three faculties combine to produce the kind of man whom the world will recognize for his dauntless will. When this faculty is highly developed the individual is energetic and persistent in advocating the ideas and plans in which he is interested. He does not hesitate to enforce his opinion on others. He is cool and thinks clearly in case of danger. If deficient in this faculty, the individual is easily led, and will show a poor opposing power. He would rather try to avoid the trouble and excitement which leadership involves,



AGGRESSION HIGHLY DEVELOPED

Great mental force and courage, with the requisite ability and resolution to perform his duty, are the outstanding powers of this man. He has the power to command and govern, and to execute and enforce the law. He is bold, but not rash; quick in emergency, but cool. In riots, mutinies and other forms of acute public hysteria he is the man who keeps his head and remains in full possession of his keen faculties, taking the initiative, assuming intelligent leadership and bringing order out of confusion.



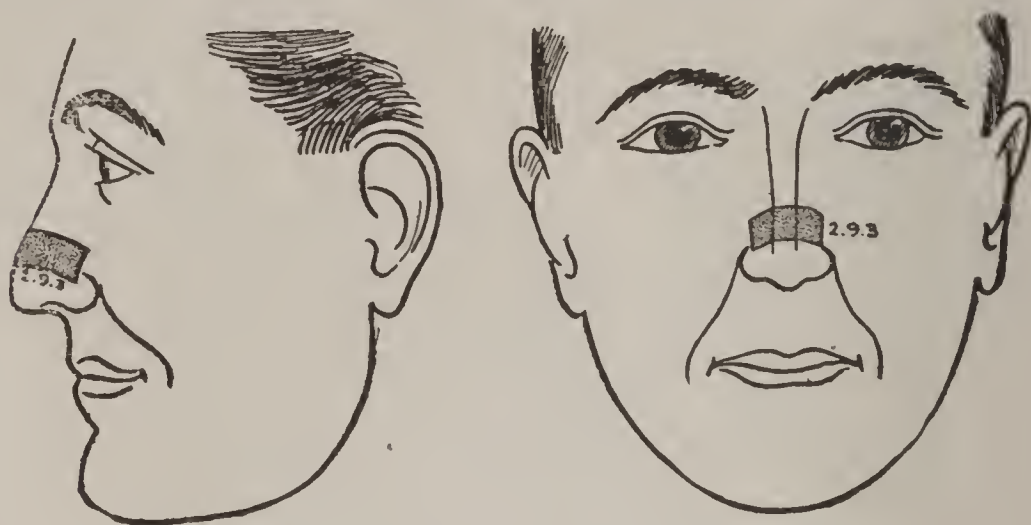
THE FACULTY OF PROTECTION

Protection is the power in the mind of man that commands him to defend and protect himself. It causes him to realize and perform his duty, to protect himself, his wife, his children, his parents, his country, and his God. This faculty is strong in the character of every eminent commander, leader, statesman, master and captain of industry. It is most highly developed in people of the most perfected races. When this faculty is highly developed it aids the individual to advise ways and means of protection against possible future attack as well as in the face of present danger. When the individual is religiously inclined this faculty stimulates the desire for religious perfection, and when developed to excess there is danger of his becoming a fanatic. If this faculty is deficient the individual will disobey existing rules and regulations and will be saucy and impertinent.



PROTECTION HIGHLY DEVELOPED

Here we have a true soldier of humanity, who has qualified for leadership through self-discipline. He devotes himself to the protection of himself and others physically, morally, intellectually, financially or religiously. His command is law. There is a power back of his voice that compels obedience. He is invested with the highest potentiality in man, for the purpose of leadership. He will succeed anywhere, in any activity upon which he directs his will, and he is attracted primarily to the big issues of life.



THE FACULTY OF DEFENSE

This faculty is very important in self preservation, and in the protection of other people and of material objects. It gives the power to the mind of man that forces him to defend and protect—in the home, in business and in social environment, as well as in religious and national matters.

When this faculty is highly developed the individual will not hesitate to use force to defend himself by physical means. Under all circumstances he is quick in defending himself and those who are dependent upon him for protection. It renders man powerful against actual attack. If this faculty be deficient it will cause man to accept peace on any terms rather than to go to the trouble of having war.



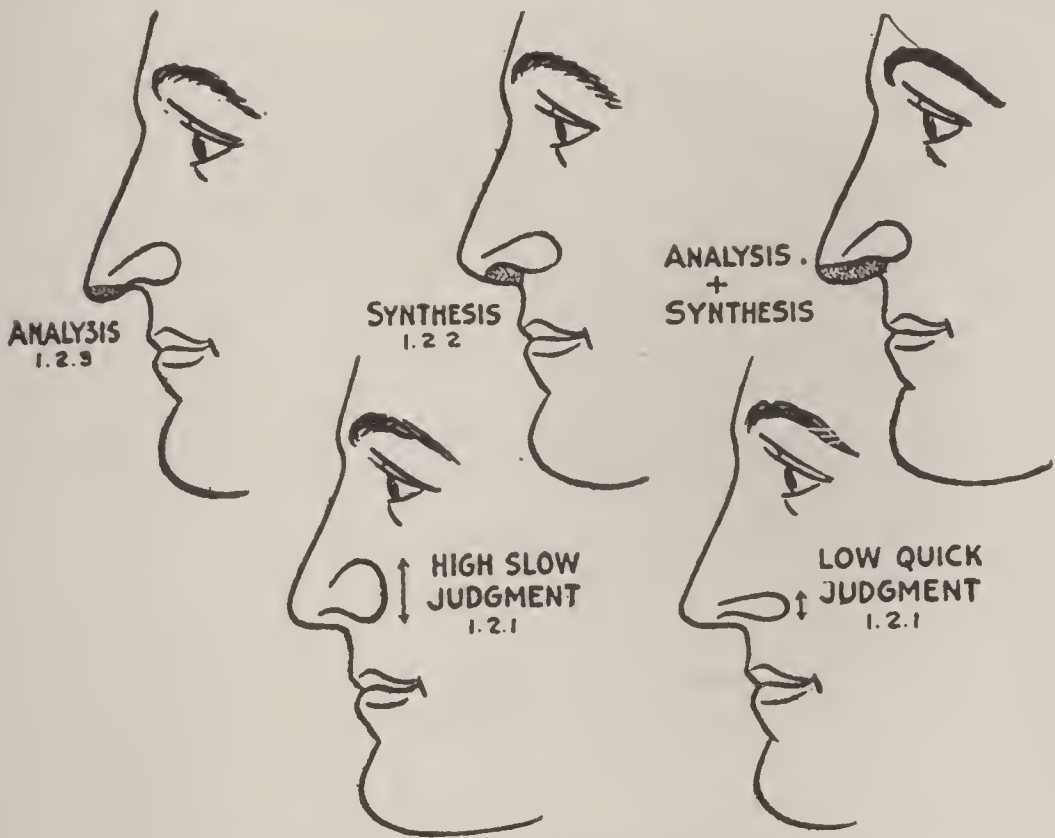
DEFENSE HIGHLY DEVELOPED

This man has marked ability to defend himself physically and otherwise. He is interested in self-preservation which keeps him in a state of preparedness, "loaded," and ready for attack. He feels full of strength and has courage in his actions, frankness in expression, valiance in battle, and braveness in combat. He is a man for difficulty and danger. Antagonism and opposition awaken his conquering desires, in which case he does not hesitate to force his ideas on others in an energetic and persistent manner.



AGGRESSION, PROTECTION AND DEFENSE DEFICIENT

This man lacks executive ability and the go-ahead spirit. He is without initiative to express his opinions, and without force to defend them. In order to get anywhere he must have a leader whom he can follow. He relies on others for protection and defense. He has no self discipline with which to earn independence. He follows a leader not from a sense of loyalty, but for his own protection. He is irresponsible, undiplomatic and intolerant. He should try to develop the defensive faculties instead of depending on others who possess these qualities.



THE FACULTY OF REASON

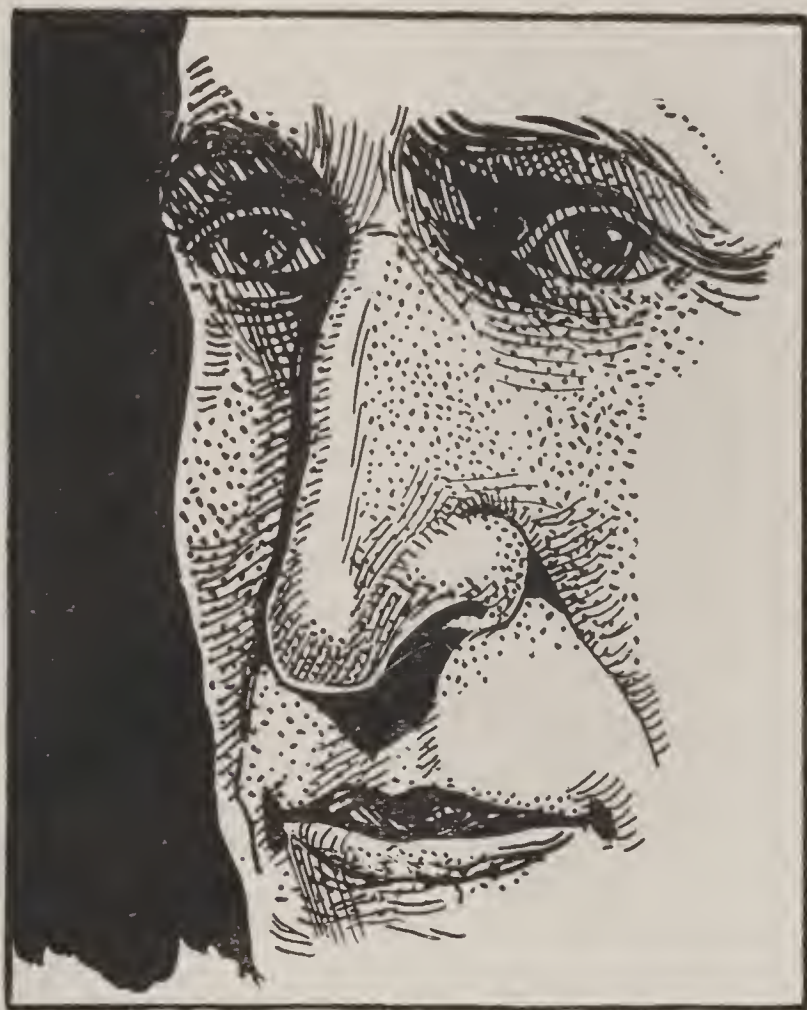
This faculty analyzes, deducts, measures, divides, weighs, subtracts, eliminates, reconstructs, assembles and puts into form. It seeks truth, trains the judgment and brings about the highest reasoning powers in man. When highly developed it makes the individual careful in his methods of thinking and in his work. He is capable of considering facts heard, seen or studied in a very systematic manner. This faculty stimulates the inventive power in man, and assists in promoting and advancing new methods of education and improvement in government through better understanding.

If this faculty be deficient the individual will have a distaste for complex subjects, the principles of natural law and the progress of the world, thus making him dependent on the observations and conclusions of others concerning profound questions.



REASON HIGHLY DEVELOPED

Desire for facts, figures and system rules this man's nature. Reason is his idol. He demands proofs, and refuses to take things for granted. In full possession of judgment, analysis and synthesis, he seeks out underlying truths that can be proven on a basis of material evidence. He is the weigh-master of the past, the estimator of the future, the torch bearer of real progress, thus making the pathway safe for science, art and commerce.



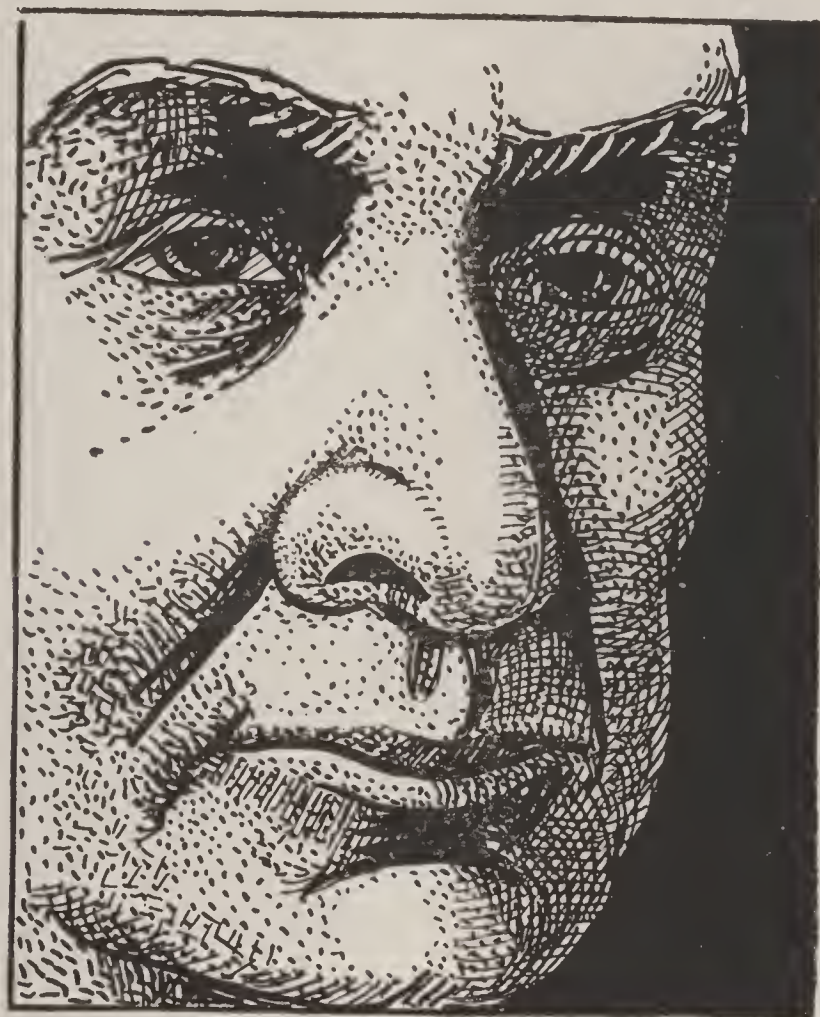
ANALYSIS HIGHLY DEVELOPED

Strong power of deductive reasoning rules this man. He picks things apart in search for the truth. He has capacity for sorting, arranging and re-arranging his thoughts in an orderly manner and can thus admit fresh evidence readily without confusion. He classifies, systematizes and analyzes the nature of physical objects or mental conceptions. He sorts the wheat from the chaff, and thus brings about improved systems of government, education, or industrial problems. He weighs the past and sifts the present to make a bridge to the future.



SYNTHESIS HIGHLY DEVELOPED

When dealing with any problem, this man wants all the component parts in plain view. Incompleteness annoys him. He wants to see how everything goes together before he starts assembling them. He seeks a complete birdseye view of any proposition. He is the inductive reasoner. He is a man of the present, and regards neither the past nor the future. He is sometimes called the adding machine. If held in suspense or confronted by mystery he is at a loss. But when possessed of all the facts in the case he is the master of the situation.



HIGH, SLOW JUDGMENT

This man is a judge by nature. He is capable of understanding profound subjects. He is very slow in his decisions because he must take many things into consideration to ascertain the ultimate truth. He weighs matters carefully, studies values, recognizes defects and gives due credit wherever it rightly belongs. He is the true diplomat—the man for handling the bigger affairs of life that require the utmost accuracy of judgment in decision.



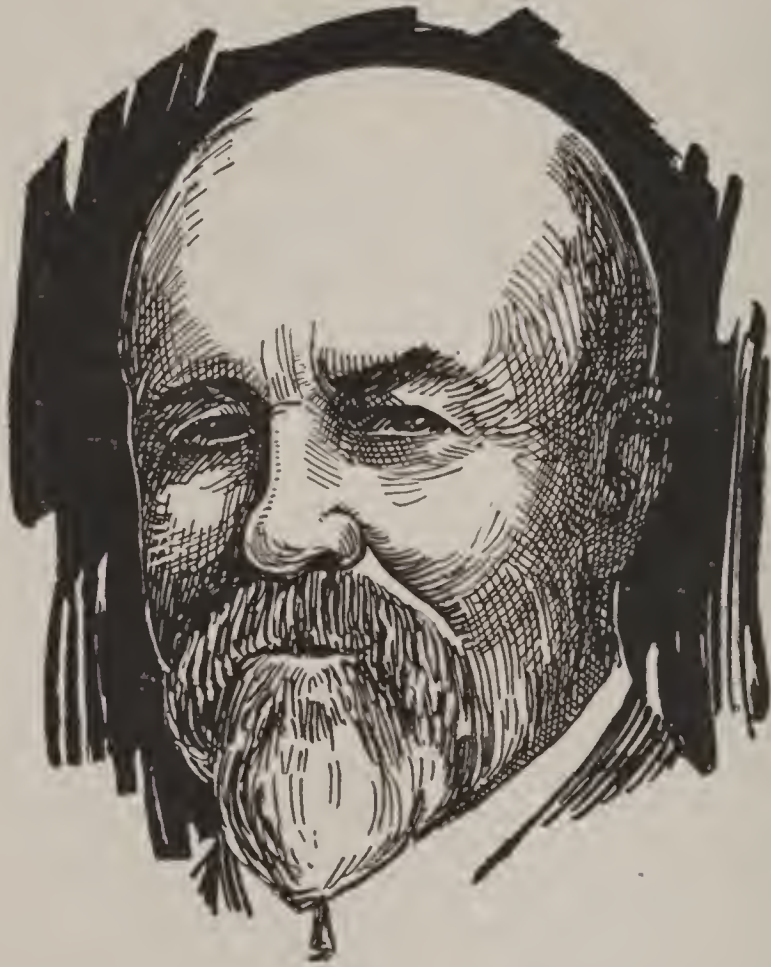
LOW, QUICK JUDGMENT

This man has a distaste for complex subjects. Even when he has time for deliberation he will decide a problem quickly. He is too hasty to go beneath the surface to any great extent, and will therefore judge largely by his impressions of the moment. The illustration shows a man lacking in analysis and synthesis. Were these faculties well developed in him his speedy decisions would be more accurate, for they would give him a more complete survey of the situation.



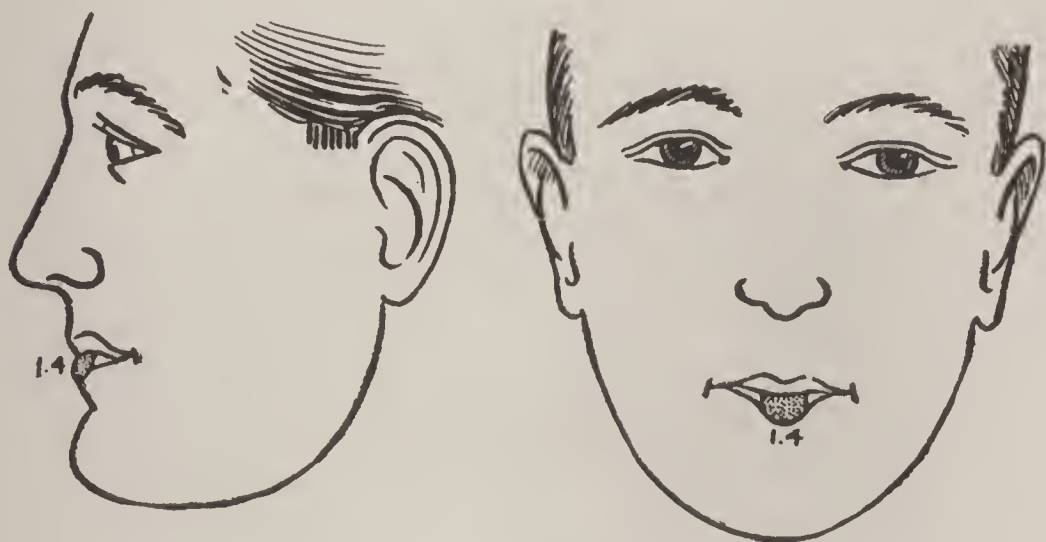
REASON NOT YET DEVELOPED

This youth has not yet developed the faculty of reason. His dreams and ambitions reach out in many directions. He is swayed by every new environment in which he finds himself. To-day he wants to be a banker. To-morrow he will want to be a detective. He has not yet started to take life seriously. He has many conflicting goals and he has not yet started out on any one course. He has insufficient experience from which to reason. He needs to come to a decision and make a start. He has plenty of excellent potentialities, and with the guidance of an expert to show him his greater powers he can be put on the highway to mastery.



INTUITION HIGHLY DEVELOPED

This man is governed by his mental "hunches." He may have clear ideas, but they come to him without the process of reasoning. The accuracy of his intuitions must be taken for granted, as he has no way to verify the processes of his conclusions. He believes in and depends on these inspirations, and follows many of them, for they come to him as inspired truths. He is a speculative philosopher. He holds that revelation is a higher power than reason.



THE FACULTY OF DEVOTION

This faculty causes man to idealize and worship whatever he cares the most for. It enables him to see godlike power in his mate. He is interested in one mate only. Devotion makes him enduring and constant in his worship of the person of the opposite sex so that he endeavors to make that loved one extremely happy. It aims to perpetuate the "sweet-heart days" and makes one a devoted lover, tender and affectionate. It can love deeply without demanding demonstration. This faculty has the tendency to make a man honest and sincere in his love affairs. As a rule the possessor never tries to attract others and yet others are attracted to him. When this faculty is highly developed it blinds the individual to faults in the loved one. It leads him to worship at the shrine of his mate and often brings about self-imposed slavery.

If deficient, it causes the individual to be cold, shy, reserved and distant towards the opposite sex, paying more attention to the necessity of home needs.



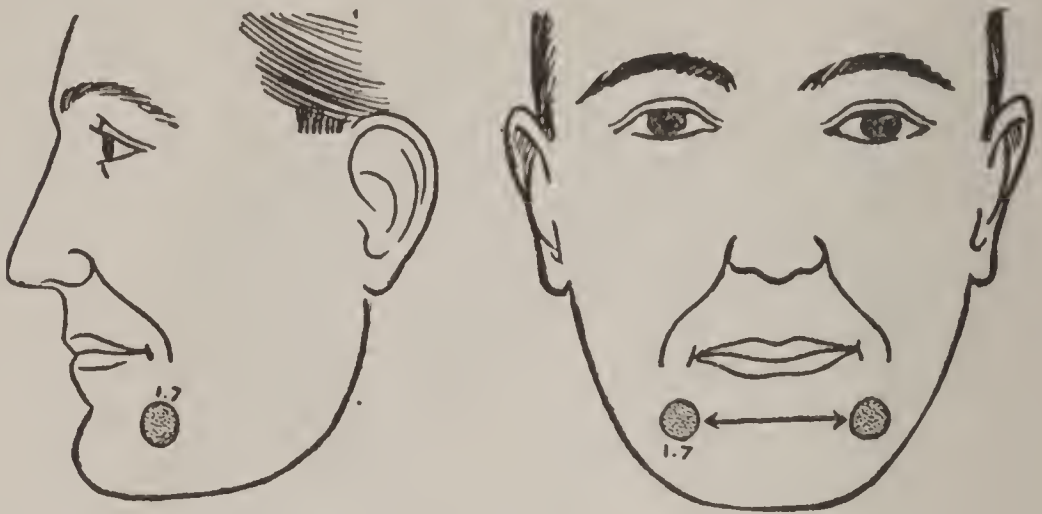
DEVOTION HIGHLY DEVELOPED

This woman is attracted to one mate alone, whom she idealizes and worships, putting him on a pedestal and seeing him as a living vital god. She is loyal through adversity and disaster, and will protect and serve her mate, be he right or wrong. Her love is constant and lasting. She lives to make her husband happy. She is a "one man woman," and the intensity of her devotion may bring about a self-imposed slavery. She is always happiest when with her husband, and lives in a love-dream of beauty, romance and perfection.



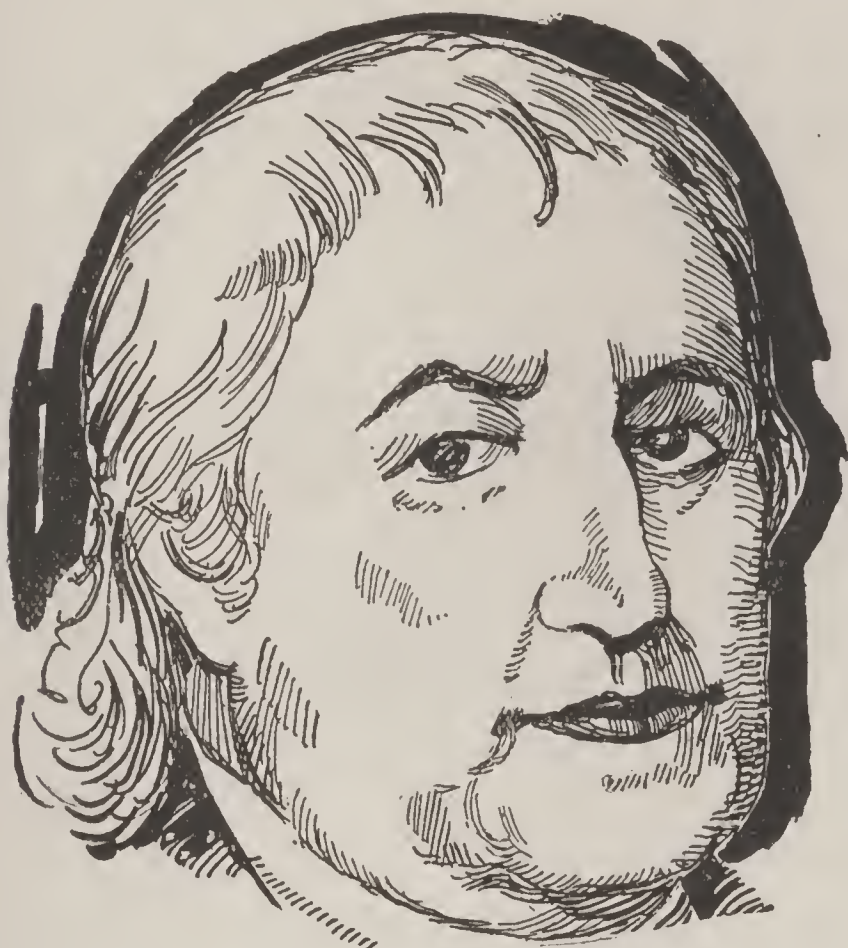
CARESSING HIGHLY DEVELOPED

Every man to whom she takes a fancy is regarded by this woman as a possible lover. She has a magnetic attraction which makes friends quickly, especially among those of the opposite sex, but does not hesitate to drop them just as quickly when they are no longer of value. She loves popularity, and her widely distributed favors will cause confusion unless checked by the faculty of reason. She is very affectionate, craving ardent and demonstrative love, and because she is attracted in so many directions she vacillates in her choice of a life mate.



THE FACULTY OF INTEGRITY

Integrity is the basis of loyalty, dependability, reliability of conduct, honesty and intense devotion to duty and man made laws. It seeks the compromising measure of self and the actions of those around us. When this faculty is highly developed it stimulates strong desire in man to be just and honorable, upright and fair according to the law. It means squareness of conduct in the individual. It signifies balance in his actions. It makes man careful to avoid mistakes, and if he makes them he wants to correct them. It is the law instinct in man. It tells other people what they can do and what they cannot do, legally, in other words is the legal regulator. This faculty acts as a criminal lawyer, rushing to the defense of other faculties in their doings, and trying to legalize their misconduct. He feels that when anything is legal it is right. He fears law. That is why he wants to legalize all the affairs of the other faculties, the bad actions as well as the good ones. If deficient, there is untruthfulness and lack of moral courage.



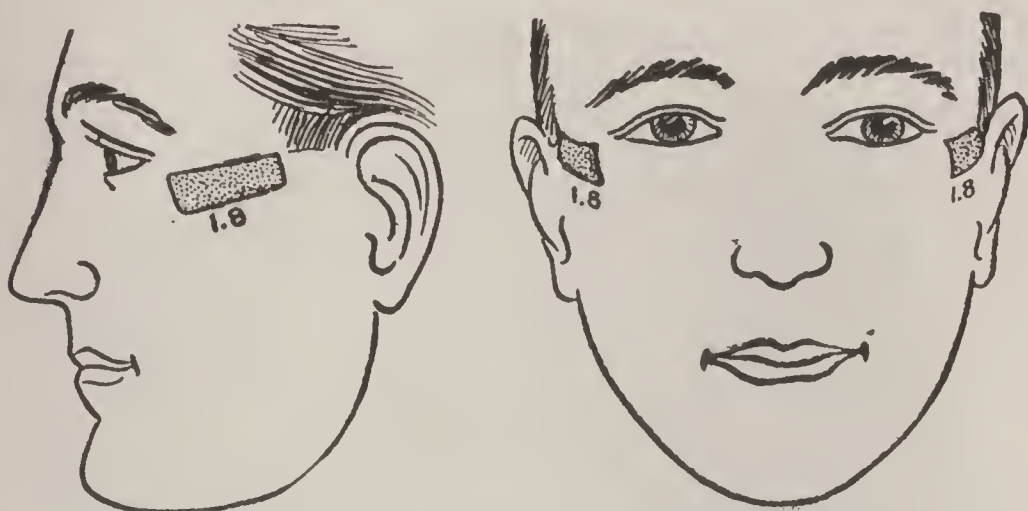
INTEGRITY HIGHLY DEVELOPED

This man regulates his conduct according to the standards of justice, duty and law. He has a keen discrimination of right and wrong. He has a law-abiding exactitude. He gives people to understand what they can and cannot do, and what rules must be followed, to remain within the law. He instinctively senses the dividing line in any question. He is loyal to family, home and country. Judging by laws, he is untouched by beauty or human sympathy. He is a stern disciplinarian, and gives and demands strict punctuality in every obligation.



INTEGRITY DEFICIENT

This man dreads to have his mental and physical capacity measured, or estimated. He is an individualist and an opportunist. Ordinarily he is not affected by considerations of right and wrong, but acts according to what he considers the best policy for himself. Liberty is for him a purely personal matter. He is likely to fail in obedience and dependability unless counteracted by the faculty of protection. He should subject himself to strict discipline and develop lively consciousness of the rights of others.



THE FACULTY OF INDUSTRY

The faculty of industry is service in action. It gives ability to serve, and to direct the labor of enterprises of every nature. It carries out undertakings to their completion. Industry is a human exertion employed for the creation of value. It is service for profit. When this faculty is highly developed it makes the individual a leader in industrial life, capable of handling difficult and hazardous tasks with enthusiasm, rushing his work to completion just as quickly as possible. It gives one the ability to quickly determine the most desirable method of action, whether it be in performing a certain specific work or in industrial management.

If this faculty be deficient the man will hesitate in attempting difficult tasks, and slow to risk. He will prefer to let others assume leadership and responsibility.



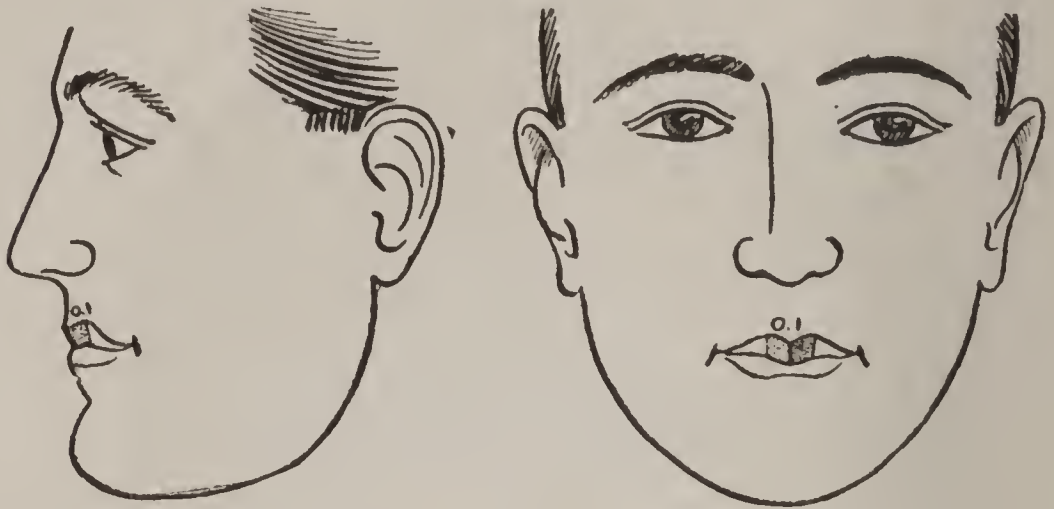
INDUSTRY HIGHLY DEVELOPED

This man is essentially a worker. He believes in getting things done, and done well. Efficiency is his motto. He is capable of executing plans as well as formulating them. His keenness of thought is fully backed up by personal skill. He is willing to earn what he gets, but he wants to get what he earns. He renders service for profit. He takes pleasure in his work, and has small patience with idlers, and parasites. He feels that man's highest duty is to lead a useful and productive life.



INDUSTRY DEFICIENT

The idea of actually working gives this young man a headache. His life is devoted to dances, parties, canivals and merry-making. Existence for him is one long joy ride. And when he sees a sign, "Help Wanted," he detours. He shuns responsibility, and if necessity forces him to work for a livelihood he seeks a job that is easy and "genteel." He has a great pride in his personal appearance but none in his work. He is not over-scrupulous as to the source of his income, as long as it comes easily without responsibility or sustained effort.



THE FACULTY OF AMITY

This faculty has the power to awaken friendship and love, and the ability to gain the attention of the opposite sex. It seeks to make others happy and thus renders the possessor agreeable, pleasing and well liked. It expresses sincerity and honesty, and gives the individual a natural tendency to be polite, seeking to make others happy by meeting their desires and needs. It tends to make the individual a true and trustworthy friend. With this faculty highly developed the possessor has a great power of attraction especially for the opposite sex, and he exercises kindness, generosity and hospitality toward all whom he comes in contact.

If deficient the individual will express himself bluntly in manner and speech with little or no consideration for others and hence it is hard for him to make friends or be well liked.

The lip having the fine chiseled appearance shows a higher development of amity than the smooth rounded one.



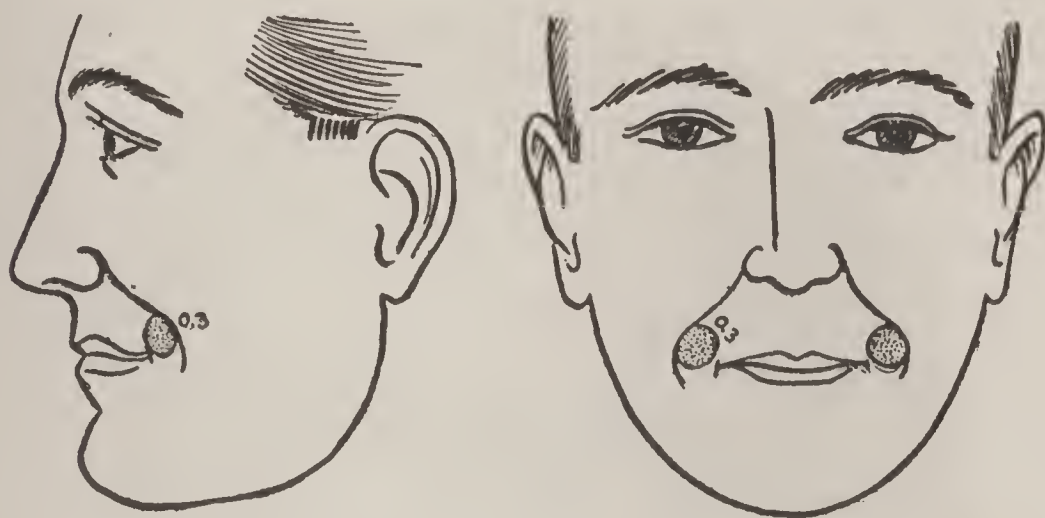
AMITY HIGHLY DEVELOPED

Kindness predominates in the face of this woman, who seeks to please and understand others. Her charming disposition and manner creates in you the desire to be her friend. She strives for improvement, and will heighten the personalities of others as well as herself. Courtesy and hospitality are instinctive. Her urge for harmony quickly wins confidence. As a teacher she would have strong power, for she would easily win the affection of her pupils. Such a nature as this finds more true pleasure in giving than in receiving.



AMITY DEFICIENT

Severity and sarcasm rule here. This woman is not especially interested in the welfare or the happiness of others. But she is very capable of protecting herself, financially and physically. She is self-centered and slow in making friends. She expresses her own opinions, regardless of how it affects others. She is undiplomatic. She gains her ends by force, not by love, and courtesy, unless she uses love as a mask. Deficient amity may result from hardship and reverses, which have caused a loss of faith in humanity.



THE FACULTY OF COMMUNION

This faculty is the source of adaptability. It makes the possessor at home in any environment, interchanging thoughts, mingling with the public, and liking companionship. It makes him frank, generous, mirthful, capable of external expression and strongly imitative. When this faculty is highly developed the individual has marked ability as an entertainer. He has a knack of humorous expression, thus making others happy and cheerful. This faculty gives a power of imitation helping to make the individual fit for oratorical or dramatic work, through his capacity for impersonation. It gives man a pleasant disposition and keen appreciation of humor. If this faculty be deficient the individual will lack adaptability, care little for social companionship or humor, and will have a taciturn disposition.



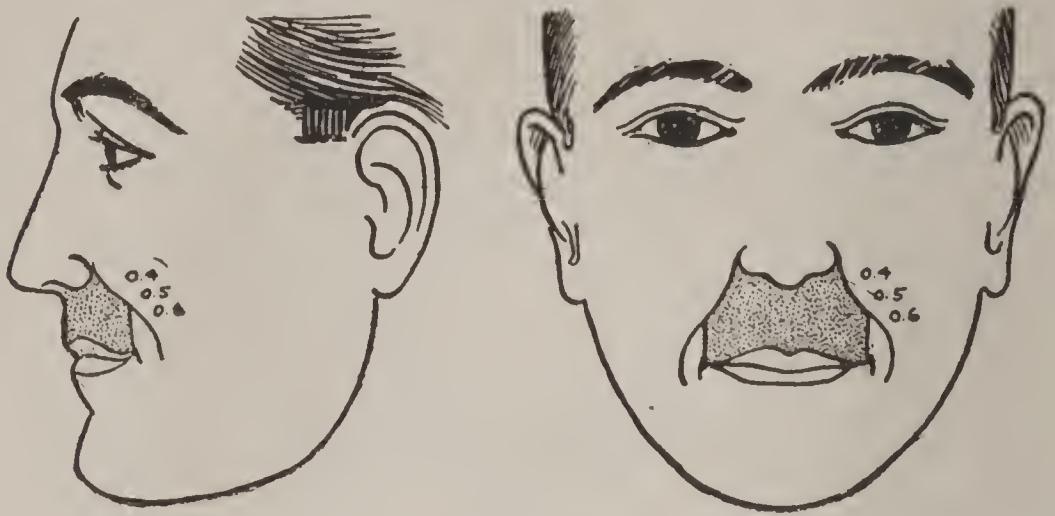
COMMUNION HIGHLY DEVELOPED

Here is a high type of actor, in whom communion is beautifully developed. It gives him imitative power—the power to live and feel the character he portrays. He can call forth tears or laughter. He is extremely versatile, and because of his remarkable power of adjusting himself to any environment, makes many friends. This is the kind of man who can make himself at home anywhere. He has the ability to put others at their ease, through his agreeable, pleasant and amusing ways. He is keen in mirth, and association with him is enjoyable.



COMMUNION DEFICIENT

When off his beaten track this man cannot adjust himself. He is at a loss among strangers. He is reticent socially. He lacks the power of adaptability. He has difficulty in making friends. The injunction, "When in Rome, live as the Romans do," is for him an impossibility. Habits become fixed and difficult to break. He is low in verbal expression, and is usually awkward in movements. He seldom is credited with a sense of humor. He should learn to meet others half-way, and to be less self-centered.



RADIATION

Radiation embraces faith, love and hope. It gives stable faith and knowledge gained from facts and from things unseen as well. It urges soul salvation, radiates the good within us, creates harmony, makes affection enduring and intensifies our fidelity to our loved ones. It eases hardship and strife through the hope of some heaven somewhere as a reward for keeping up the spirit. When this faculty is highly developed it makes the individual generous and full of the spirit of brotherly love. He will manifest reverence and respect for elderly people and for unprotected children. Radiation has the tendency to magnify the possible good in others and in everything. It will manifest benevolence and overlook deficiencies in others. It is religiously inclined thus placing confidence in worship. It expresses much love and wishes that all humanity would succeed and become happy.

If deficient the man is selfish, unkind, not interested in humanitarianism, and would make a poor religious example, not being loyal to religion or creed.



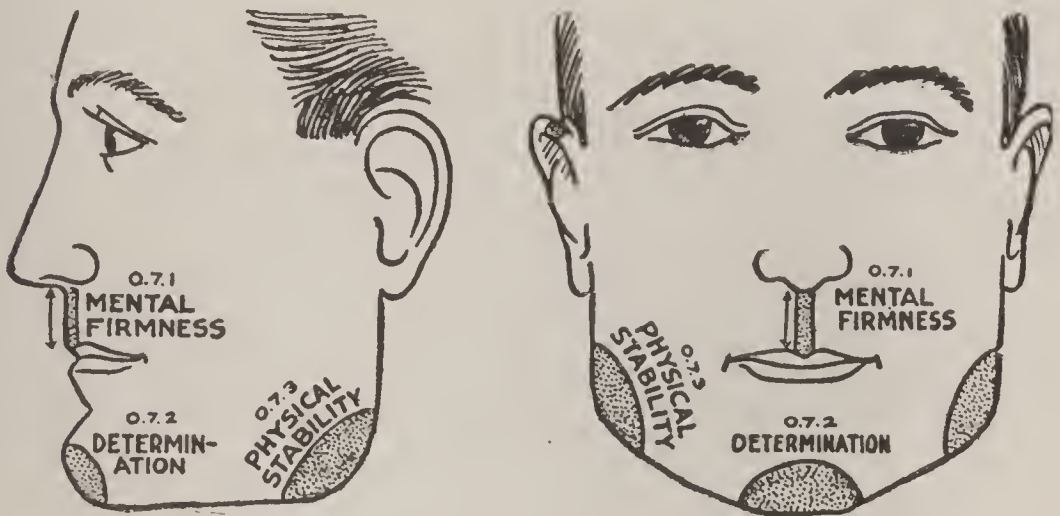
RADIATION HIGHLY DEVELOPED

This man is altruistic and unselfish. He is happiest when he is helping others. He is devoted to his family and his friends. His every day application of his high ideals serves as a constant example to all about him. Others come to him for counsel and advice, comfort and consolation. He lives and advocates a life of service. He is a humanitarian, striving to establish a heaven on earth through obedience to divine laws. He seeks the good in others. He has strong faith in the future, and is interested in religion, metaphysics and philosophy.



RADIATION DEFICIENT

Earthly interests occupy this man's attention. He lives primarily for himself. Instead of radiating, he accumulates. His interest in others is not based on any thought of brotherly service, but on what personal benefit he can derive from the association. He believes that the world owes him a living. He seeks favors for himself but offers nothing in return. He likes bargains, and will take chances on extravagant offers. The one way to appeal to him is from the standpoint of profit, through which he may gratify earthly desires.



THE FACULTY OF STABILITY

This faculty gives firmness of the mind, determination of will and physical stability and continuity of action. It is a strong outstanding power and tends to give its possessor a rocklike resistance. When this faculty is highly developed the individual's opinions are firm and set. He is unbending, with sufficient body strength to meet strong opposition. He is unyielding to ordinary pressure or influence. If this faculty is deficient the individual is irresolute. He is changeable in his opinions and lacks physical resistance. He should concentrate his actions to a smaller field and stick to one thing with persistence and enthusiasm, until he finishes.



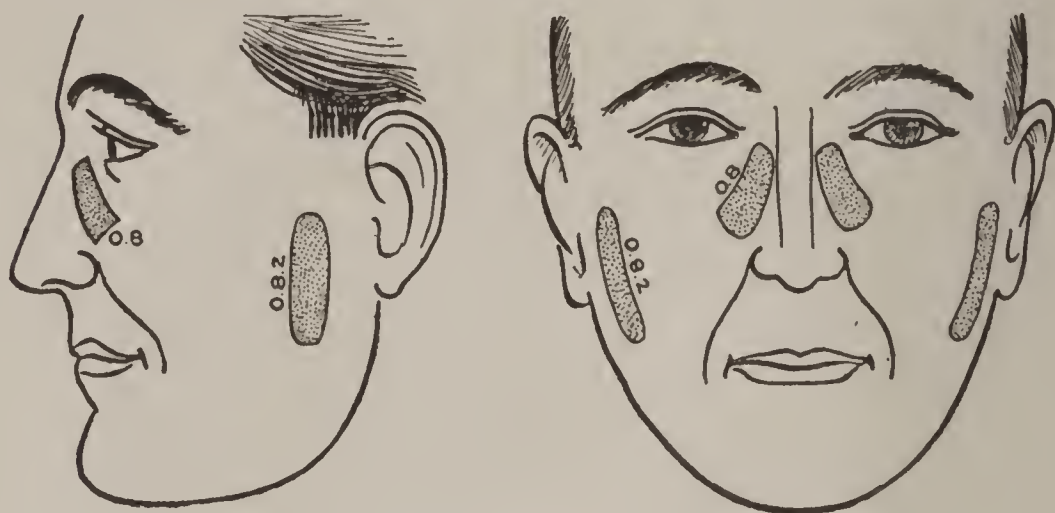
STABILITY HIGHLY DEVELOPED

This man is a leader, having strong control over himself and others. His self-mastery grows out of his strong resolution and determination and a capacity for meeting unlimited opposition. He is reliable, substantial and consistent, with firmness of character both mental and physical. He plans efficiently and sees every job through, no matter how unpleasant, if he knows it is right. His determination gives him endurance in spite of set-backs and reverses. And he cannot easily be turned aside in his course. He adheres to his convictions.



STABILITY DEFICIENT

Having low mental and physical resistance, this man is easily dominated by his environment. He is changeable and inconsistent, like a ship without a helmsman, tossed to and fro on the waves of circumstance. Lacking firmness, he dislikes responsibility or being tied down to any one thing. If he fails to get results quickly he becomes discouraged and tries something else. He dreads the hardship and tedium of personal experience, and seeks to learn and succeed by imitating the successful methods of others. He should develop concentration and persistence in thought and action.



THE FACULTY OF DIGNITY

This faculty makes a man believe in himself. He appreciates his own value and has self confidence which enables him to stand alone. It makes him feel great and capable of assuming responsibility within his understanding. It has a natural instinct of self preservation. It loves life and has for its object the good of self. It stimulates the desire of loftiness and glory of self, seeking to lift the person above the ordinary and to place him on a pedestal. On account of self-respect this faculty will prompt a man to a greater degree of honesty. It tends to conservatism, and when the person is invested with power he will not hesitate to act as dictator, enforcing his opinions on others. If deficient he will underrate himself and not appreciate his true value.



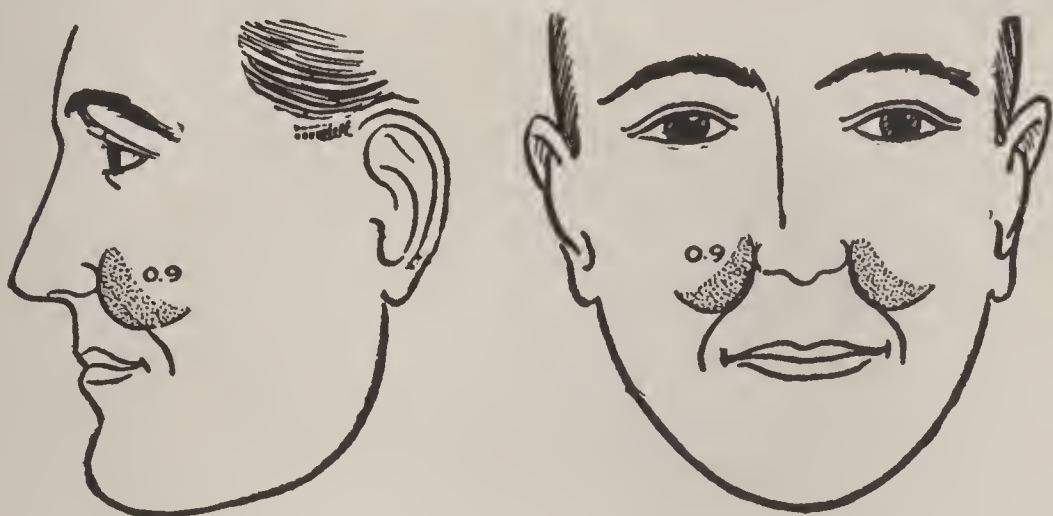
DIGNITY HIGHLY DEVELOPED

This man believes in himself. He has good poise and self-esteem. When invested with power he will exercise his authority, and act as dictator in imposing his ideas on others. He fully appreciates his own capacity. He feels that he can stand without support. He is independent. His dignity is genuine, not merely assumed for effect. It impresses others with a confidence in his power. He stands as a center around which others revolve. He has excellent executive and ruling power, and calmness in emergency.



DIGNITY DEFICIENT

This man undervalues himself. He does not give due credit to his own capacities, character and power. He lacks pride. His greatest enemy is self-criticism. He is likely to hold himself back through lack of self-confidence. He lets others step ahead of him who are far less qualified than he. Realizing that there is so much yet to learn, he under-rates the knowledge that he has in comparison with other people. He should think better of himself and step forward to his rightful place in the world.



THE FACULTY OF LAUDATION

Laudation desires to be seen, heard, and praised, and talked favorably about. It worships fashion, craves position, consults others, desires exaltation, develops artificiality and superficiality.

Whereas Dignity *feels* great, Laudation *wants* to be great. It seeks the opinions, advices, admiration and recognition of others. It causes its possessor to consult others instead of himself, thus making him dependent. It is hungry for fame, craves to be put on a pedestal and worshiped, demands praise and wants to make good mental and physical impression on people, therefore it goes according to current custom and changes with the style. The desire to excel others in beauty, leads the possessor to become a fashion worshiper, who loves artificialities and decorations, and believes that fine clothes are an evidence of fine people. Such a person fears scandal and can be easily hurt by criticism. If deficient he will pay little attention to habits, customs and styles, and will be undemonstrative and indifferent to praise.



LAUDATION HIGHLY DEVELOPED

The tendency to self-exhibition is strong in this young woman. She craves to be in the limelight. She wants to be liked and appreciated for her good qualities. She values too highly what others may think of her. She is greatly pleased when people admire her, and keenly sensitive of criticism. Unlike the person with self-esteem, she allows others to set the measure of her value. She tends toward vanity and ostentation in dress and manner of living. She feels that fine feathers make fine birds. She should develop self-esteem.



LAUDATION DEFICIENT

Reserve, moderation and calmness rule this face. The young woman is indifferent to praise and despises artificialities. She does not look for applause for her accomplishments. She is careful, responsible and intelligent, but lacks sociability. She has a few exclusive friends. She should cultivate an appreciation of praise from others when it is sincere, as well as an appreciation of good work on the part of others. She should realize that while appreciation means little to her, it is often a great incentive—even an inspiration—to others.

SALES POWER

Everyone has something to sell. Every man is a salesman in some sense of the word, whether he be marketing commodities, skilled service or mental ideas, or whether he be selling his personality to his sweetheart, his family, his friends or his business associates. As everyone is interested in selling, or disposing of what he has, so is everyone equally interested in buying, or obtaining what he needs. His requirements and desires are many and varied, and he is naturally attracted most strongly to those things which give the best promise of satisfying his longings and meeting his needs.

Successful salesmanship is, fundamentally, based on the ability to paint just the right kind of a picture that will appeal to the buyer—a picture creating such a powerful desire that the sale itself is practically automatic. You do not need to urge a hungry man to eat when food is set before him.

The world has long recognized that no two people are alike, and it is the element of human variation—individual peculiarities, so called—that keeps the average salesman guessing. “There is no accounting for tastes” is a widely accepted adage, but it is false. Likes and dislikes can be accounted for, definitely and scientifically. They are part and parcel of the individual character and they are written on every human face, where they may be read, not by guesswork but with scientific accuracy.

The value of workable character analysis lies in the quick and dependable knowledge it affords as to what picture to paint, which button to push and what package to offer in order to attract favorable attention, arouse interest, awaken desire, inspire confidence and effect the sale. A man may offer the

finest goods in the world, but until the prospect is awakened to the necessary appreciation, the wares are commercially valueless.

The key to the situation lies in a definite knowledge of the three great color vibrations of life—what they are, how they act, where they are found, and their relative values. Look into the face of the prospect and see whether the red, the green or the yellow vibration predominates. Then appeal to him accordingly, with due regard to his relative development in the other vibrations.

The characteristics of the three vibrations may be summarized respectively as follows:

THE "RED" MAN (3, *Vital-Commercial*)

Appeal to him through feelings, emotions, appetites and impressions. He is guided by impression rather than by reason. He judges you by your appearance, your dignity, your look of prosperity and your reputation. He judges success by financial power and material results. He goes by appearances and hearsay. He bows his head to authorities and to celebrities. He believes in testimonials. He likes to deal with a big firm that has many branch offices and has been in business for many years. "Established 1812" commands his respect. He caters to public opinion and wants to stand as a shining example to others. When he feels that he has done well he wants to be very thoroughly appreciated. He accepts praise at face value. He welcomes any proposition that will enhance his dignity and enhance his reputation. He enjoys ceremony and display. Mystery fires his imagination. He is extremely sensitive to criticism, and it is hard for him to admit his faults. In suggesting any changes or improvements in his business great tact must be exer-

cised to avoid inferring that he is inefficient. He dislikes people who try to reform him, change his mode of life or interfere with his personal liberty. He loves comfort, funny stories, sociability and good nature. He enjoys eating and entertainment—the material “good things of life.” In commerce he judges by appearance, quantity, size, weight, price and testimonials. He is interested in big profits, inside offers, special discounts, premiums and “exclusive models.” He likes to take his time, so do not hurry him. But his leisurely congeniality is not always a sign that he means business. When he does give you his order, it is wise to get it in writing, for he is subject to change of mind, or he may forget the details of a contract.

THE “GREEN” MAN (2, *Will-Domestic*)

The green vibration responds to an appeal that is practically the reverse of the one above described. The green man is guided by reason rather than by impression. He wants demonstration, not talk. He is on the defensive, seeking always to protect himself, so he wants facts. He is a brass-tacks customer. His time is money. He judges you by your efficiency, not by your appearance. He expects you to get to the point quickly and then get out. He hates “fancy” salesmanship. If he wants to buy, he buys. If he does not want to buy, he cannot be sold. He seeks not adulation but power. He does not go out of his way to cause people to like him. He seeks efficiency and the things that will enable him to increase production. He wants time-savers, increased durability and greater practicality—things that have resistance and are substantial. Talk to him concisely and definitely. Do not exaggerate, for he is looking for flaws and will generally find them. He

is suspicious of praise and resents undue familiarity. He wants value. Experience has taught him to beware of something-for-nothing propositions. He must be shown. He dislikes sham and empty display. He suspects ornateness of hiding something wrong underneath. Though he is looking for flaws, he will recognize real superiority in the article when called to his notice, especially when it makes for safety, efficiency, practicability and durability—in other words, real value. He cares nothing for testimonials. He must decide for himself. He appreciates fair treatment. He is usually a hard man to sell, but a good man when sold. Be sure your goods come up to representations and that they are delivered on time. If you make a mistake, do not offer an alibi. He admires the man who will take the blame on his own shoulders. Be straightforward, and never waste time, either his or your own. Once you have proven yourself and your goods to be trustworthy, he will stick to you.

THE "YELLOW" MAN (1, *Mental-Evolution*)

Appeal to the yellow man along the lines of education, progress and beauty. He looks to the future and seeks improvement and innovation. He appreciates artistic, beautiful, aesthetic, spiritual and intellectual values. His urge for progress makes perfection his goal, and he is in the market for anything that will help bring him nearer to that goal, with little regard for price. He is interested in new ideas whenever they are worth while. He is a self-educator and investigator, and every new theory interests him. He cares more for wisdom than for money or power. While the green man looks for the wrong in things, the yellow man looks for the good. He welcomes acquaintance with anyone from

whom he can learn something. He appreciates refinement and education, and is repelled by coarseness and vulgarity. When talking to him you can cover the ground with fair rapidity, for his mind will keep pace with yours. His versatility and keen imagination enable him to see a thing from many angles. The more light you can throw on the subject, the better.

THE KEYNOTES

Summing up each of the above types, the salesman may catalogue them as follows:

The "Red" Man—Impressions and comfort.

The "Green" Man—Protection and power.

The "Yellow" Man—Progress and wisdom.

IN CONCLUSION

In every human being there exists a large amount of unused power—a reserve fund of energy capable of carrying on a wonderful work that few people realize. The average man has little knowledge of his potential capacity which if properly handled would make of him a power seemingly godlike. Occasionally in an emergency man awakens to his great value and accomplishes things almost superhuman. It is usually a strenuous necessity that has brought forth our greatest characters, and shown themselves and the world around them their better selves. Most people use their lesser selves when they should be using the best within them.

We interpret man as a vibratory being. Resident within him is a great psychic force, or power of emotions working in unison with his will. It is this invisible power behind the visible man that particularly interests us. It is the great power of unlimited reserve that we are trying to understand and control, a great ocean of possibility and power ready to be utilized.

Down through the trail of ancestors the great urge from within has been trying to bring man nearer the understanding of his great possibilities. The great power of accumulated wisdom of many ages has been transmitted down to us as instincts, and we recognize them as such. Three great primary instincts seek to grow and develop, namely, Love, Power and Wisdom. We have no more chance in suppressing these instincts and surviving than in trying to stop the sun from shining. Failure comes to us when we do not develop and conform to the natural instincts.

All of us are individuals, each has a place in life to allow the natural instincts to develop. Where one individual would thrive another would perish. No one can carry forth your part of life as you yourself can carry it. If you are not what you should be it is because there is latent power not awakened.

The Metaphor System interprets the great power within man by means of Colors, Numbers and Languages and their expression in material life. Man is given an understanding of who he is, his awakened and his dormant powers. He sees life from a tangible, practical, workable standpoint. Facts are laid before him that he can grasp and utilize. He sees the building of subconscious habits through the combining of faculties. He is able to read them as they express themselves in the contour of the face. For the man or woman striving for independence, for the best life offers, The Metaphor System, as taught in the personal classes and by correspondence by the Metaphor System College, forms one of the most powerful mental machines of modern time.

Associated with the Metaphor System College is the service department for helping people to find themselves, through vocational guidance and special analysis work necessary in solving personal problems. Also a department for educational and industrial counsel. Special work is taken care of, not only by personal interview but also by correspondence through the analysis of photos and knowledge of problems.

All communications and inquiries should be addressed to the Metaphor System College, 1014 S. Michigan Ave., Chicago.

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